

AUG  
2023

NO.  
32

# MAD

# NOTHING

# NOVEMBER

# MAD

# SO

# THE TIME



MADMAG.COM





ALFRED SKYDIVING ART ORIGINALLY PUBLISHED  
ON COVER FOR MAD #105, OCT. 1967  
ARTIST: NORMAN MINO



# MAD

NO. 32

AUGUST 2023



**WILLIAM M. GAINES** FOUNDER

**SUZY HUTCHINSON** ART DIRECTOR

**BERN MENDOZA** ASSOCIATE ART DIRECTOR

- 02** One Day at Mount Rushmore, MAD #186, Oct 1976
- 03** Fantasy "Buy"land (MAD TV Parody), MAD #203, Dec 1978
- 08** The Tourist, MAD #150, Apr 1972
- 09** If Chickens Could Time Travel, MAD #480, Aug 2007
- 13** A MAD Peek Behind the Scenes at a Resort Hotel, MAD #146, Oct 1971
- 16** Ways to Avoid Paying to Check a Suitcase When you Fly, MAD #493, Sep 2008
- 17** A MAD Peek Behind the Scenes of a National Park, MAD #408, Aug 2001
- 19** Time Travel Tips: Should You Use Valet Parallel Universe Parking?
- 20** Spy Vs. Spy, MAD #110, Apr 1967
- 21** Ditched in the South Pacific, MAD #134, Apr 1970
- 22** The MAD World of...Travel, MAD #493, Sep 2008
- 25** One Morning in a Bus Terminal, MAD #202, Oct 1978
- 26** The Worst People to Sit Near on a Plane, MAD #529, Oct 2014
- 28** The Castaway, MAD #182, Apr 1976
- 29** Spy Vs. Spy: The Tourist, MAD #322, Oct 1993
- 32** The Amazing Rut! (MAD TV Parody), MAD #476, Apr 2007
- 38** Future "No Frills Air Travel" Gimmicks, MAD #179, Dec 1975
- 42** MAD Remembers Al Jaffee
- 46** Weird Al Loves Wacky Jaffee, MAD #28, Dec 2022
- 47** Al Miss You Dept., Wise Mister Jaffee
- 48** The Unfoldable Al Jaffee
- 50** Spy Vs. Spy Jaffee Edition, MAD #14, Aug 2020
- 52** A MAD Look at Al Jaffee, MAD #14, Aug 2020
- 56** He Who Laughs, Lasts



**CONTRIBUTING ARTISTS & WRITERS** The Usual Gang of Idiots

**INSIDE BACK COVER** A MAD Fold-In by Johnny Sampson

**VARIOUS PLACES** Drawn Out Dramas by Sergio Aragonés

**COVER ARTIST** Mark Fredrickson

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.

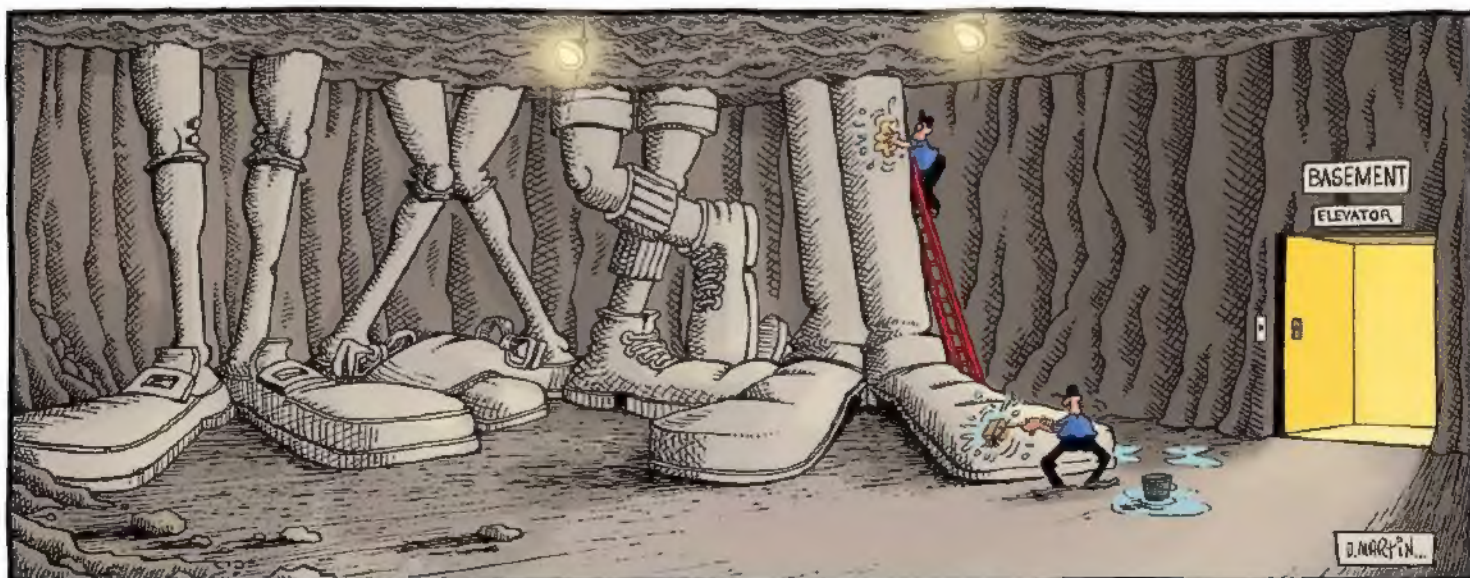
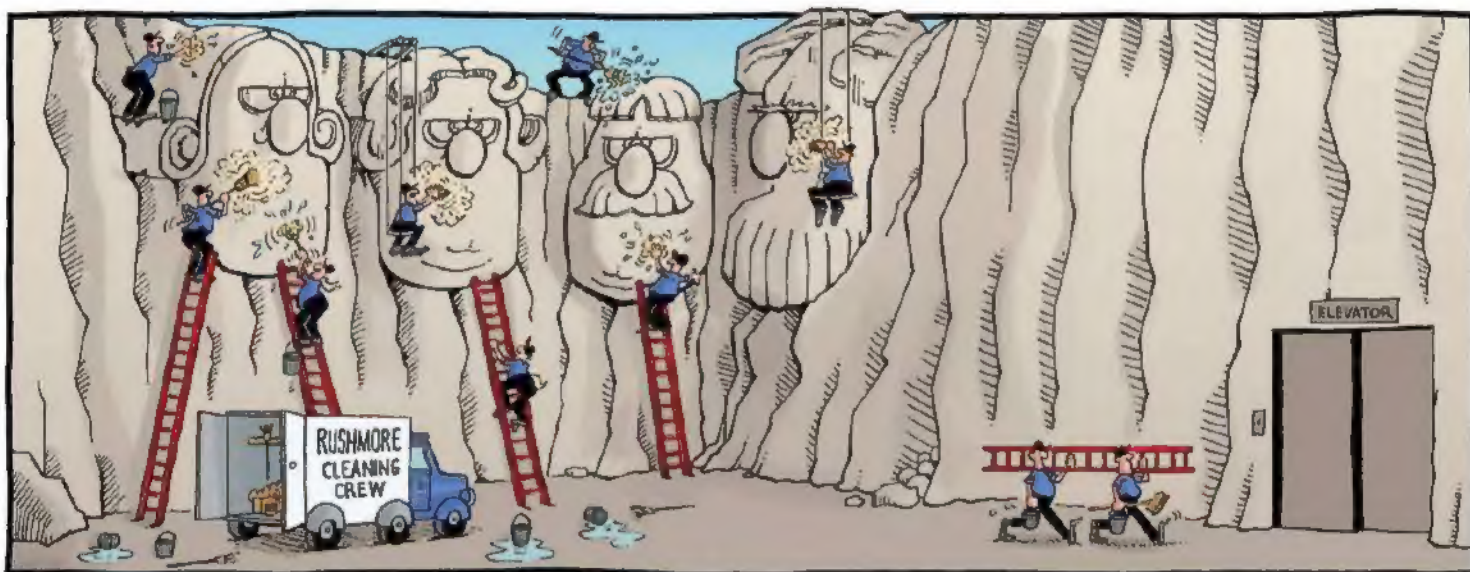
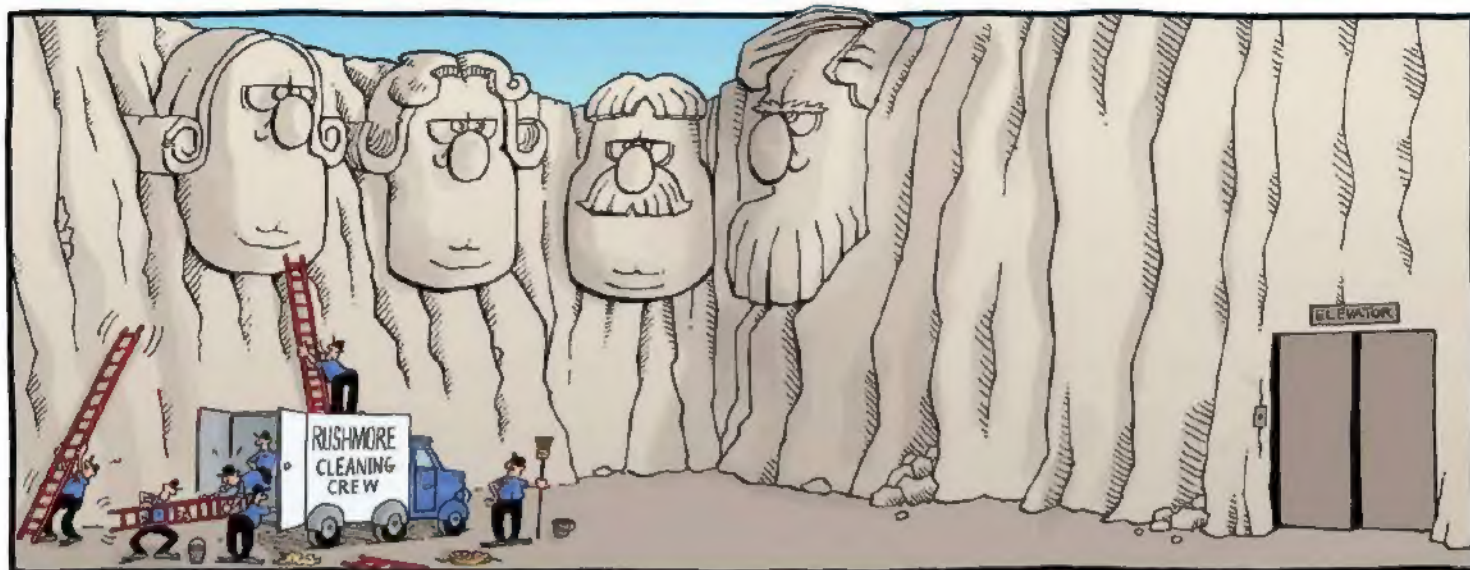
Parallel universe background  
ID 198332037 © Manly | Dreamstime.com  
ID 158967636 © Wirestock | Dreamstime.com

Front cover background and gooby eyes  
ID 17201347 © Dymyimages | Dreamstime.com  
ID 164259493 © Pixelrobot | Dreamstime.com





# ONE DAY AT MOUNT RUSHMORE







There's a new hit show on TV that takes place on a lush tropical island. People (mostly ABC stars) visit this remote paradise in order to live out their secret desires and unfulfilled fantasies. Sounds like a great idea for a series, right? Wrong...unless you happen to be the Network Executive whose secret fantasy was to come up with the most ridiculous show to hit TV since "My Mother—the Car." In which case, your fantasy is being fulfilled weekly with this idiocy called . . .

# FANTASY "BUY" LAND

Ratchew . . . what do you think you're doing . . . ?

I'm living out my "leather" fantasy, Boss! You know, short people have fantasies, too!!

I'm sure they do! But that kind of fantasy, unfortunately, cannot be shown on TV . . . or in this magazine!

Too bad! It would do wonders for our ratings!

Never mind! Go and get dressed now! The PLANE is coming . . .

Who are our guests going to be, Boss?

Mr. Shorn Chastity, a student, who's always dreamed of being a "Gunfighter", and Miss Fairer Faucet Minors, the famous poster girl and TV sex symbol . . . !

I hope her fantasy is to make out with a suave, handsome . . . very short-in-stature Frenchman!



WRITER LOU SILVERSTONE ARTIST ANGELO TORRES

Sorry, Ratchew, but Miss Minors fantasy is a Cinderella Story in reverse! She dreams of escaping the spotlight and living like a plain, everyday person! She's going to work here as a Waitress!

A WAITRESS? I like my idea much better!

Miss Minors, Mr. Chastity, welcome to Fantasy Land!



First, Fairer, we have to deglamorize you so you look like a typical resort hotel Waitress!

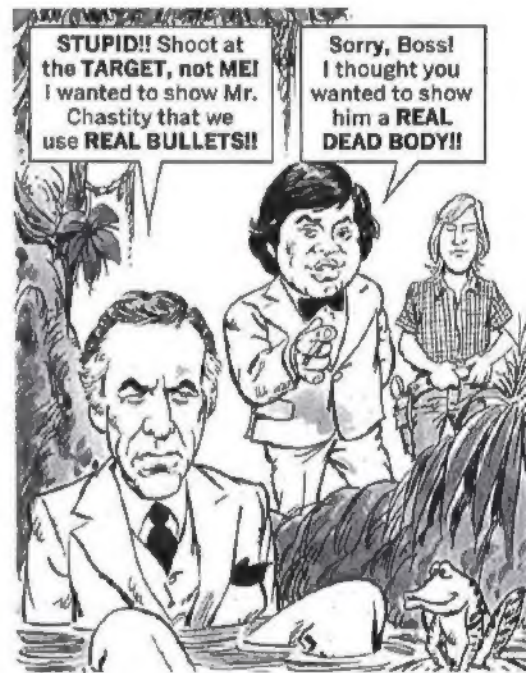
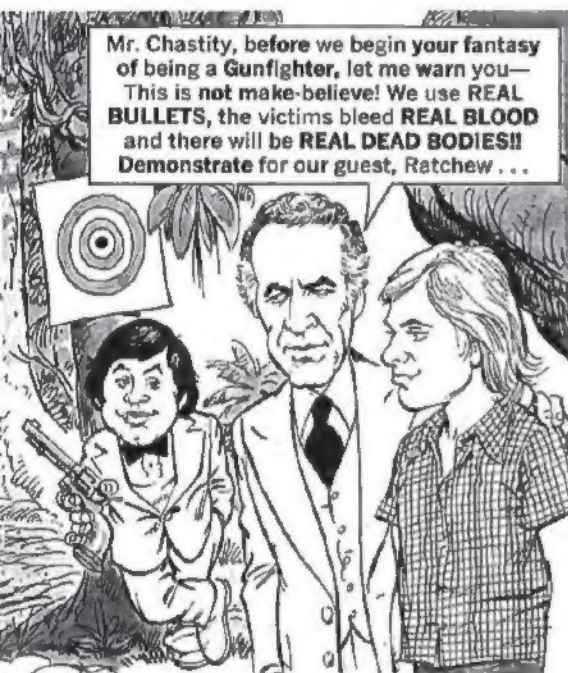
Boss, it would be a lot easier to pass me off as a Center in the N.B.A.!

You forget, Ratchew . . . this is Fantasy Land! And here—**ANYTHING** is possible!!

Now, let's see . . . a new hairdo . . . a pair of sensible, flat walking shoes . . . and a bra! That should do it!!











Er... Miss!

I suppose you want my autograph!

No, I want you to pour me a cup of coffee...

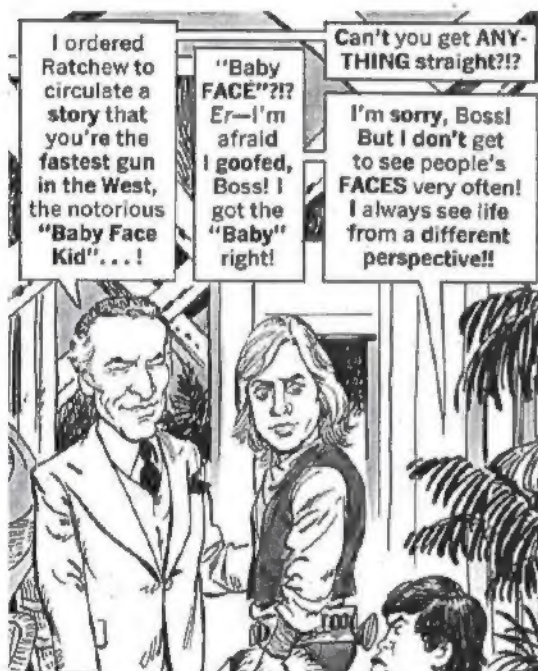


AIEEEEE!!



You haven't had much experience as a Waitress, have you, Fanny?

How can you tell?



I ordered Ratchew to circulate a story that you're the fastest gun in the West, the notorious "Baby Face Kid"...!

"Baby FACE"?!! Er—I'm afraid I goofed, Boss! I got the "Baby" right!

Can't you get ANYTHING straight?!? I'm sorry, Boss! But I don't get to see people's FACES very often! I always see life from a different perspective!!



Look who just rode into town! They say he's the fastest gun in the West!

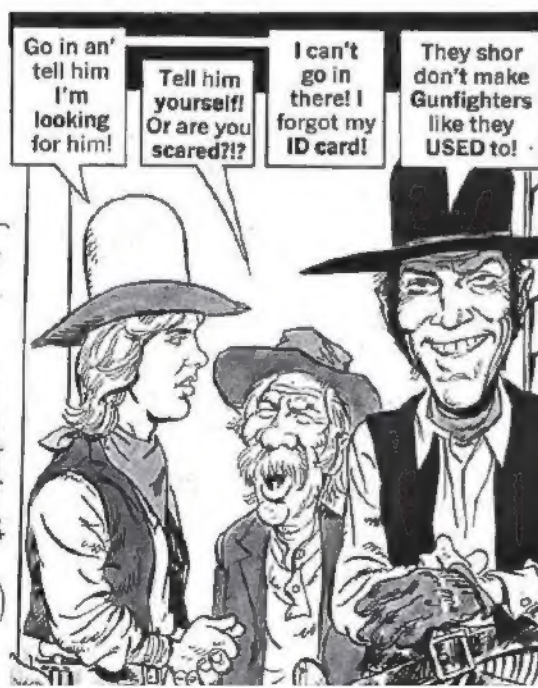
Got a strange name, too! The "Baby—something—Kid"!

Howdy, stranger! Welcome to the lawless town of "Killerville"

No, I'm driving the meat wagon! I'm Les Trites, the coffin-maker ... and do I have a box for you!

Where can I find Black Bart...?

In the saloon! Where ELSE is a Gunfighter gonna hang out... in McDONALD'S?!?

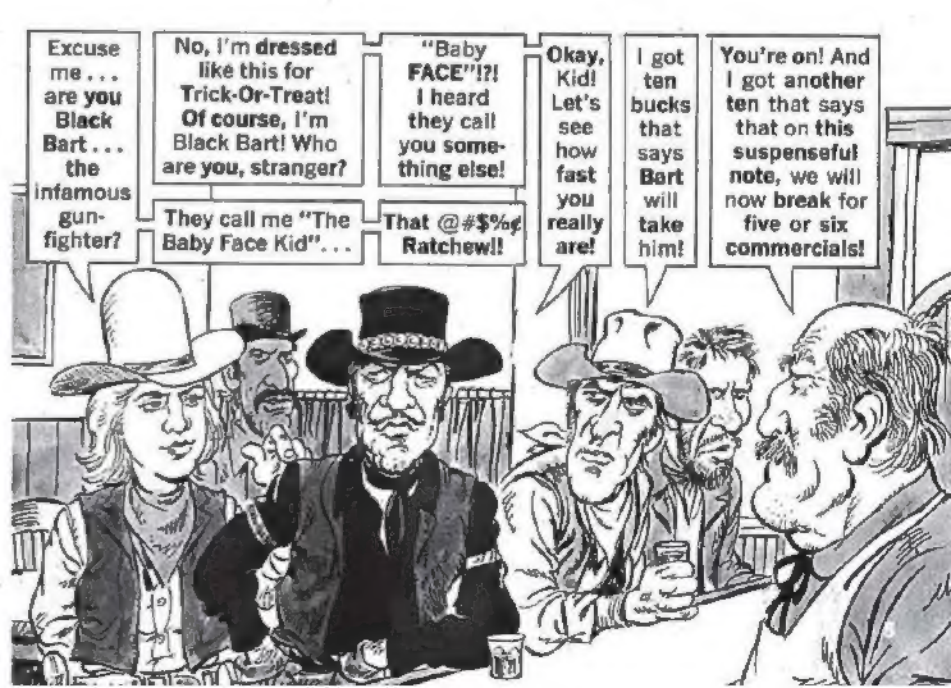


Go in an' tell him I'm looking for him!

Tell him yourself! Or are you scared?!?

I can't go in there! I forgot my ID card!

They shor don't make Gunfighters like they USED to!



Excuse me... are you Black Bart... the infamous gun-fighter?

No, I'm dressed like this for Trick-Or-Treat! Of course, I'm Black Bart! Who are you, stranger?

They call me "The Baby Face Kid"...

"Baby FACE"!?! I heard they call you something else!

That @#\$% Ratchew!

Okay, Kid! Let's see how fast you really are!

I got ten bucks that says Bart will take him!

You're on! And I got another ten that says that on this suspenseful note, we will now break for five or six commercials!



Fanny, we've known each other only a few days, and I've grown very fond of you! But I have a confession to make! I'm—I'm not really a Waiter . . .!

I know! You're a Prince . . . or a rich Playboy . . . and you wanted to see how the other half lives!

If I were rich, why would I want to do a dumb thing like waiting on tables?

No, I'm a Good Humor Man! I work as a Waiter in the off-season!

I've got a confession to make, too, Dyke! My . . . my name isn't Fanny! It's Fairer Faucet Minors!

Yeah, yeah! So get to the good part . . .!

I SAID I'm Fairer Faucet Minors!!

That's it!?! That's the whole thing!?! You lied about your name!?! That's even duller than my Good Humor Man confession!

You—you don't know who I am?? Don't you have a TV set . . .?!

No, I live in a trailer and there's not much space! So I had to make a choice between a "TV" and a "John"!



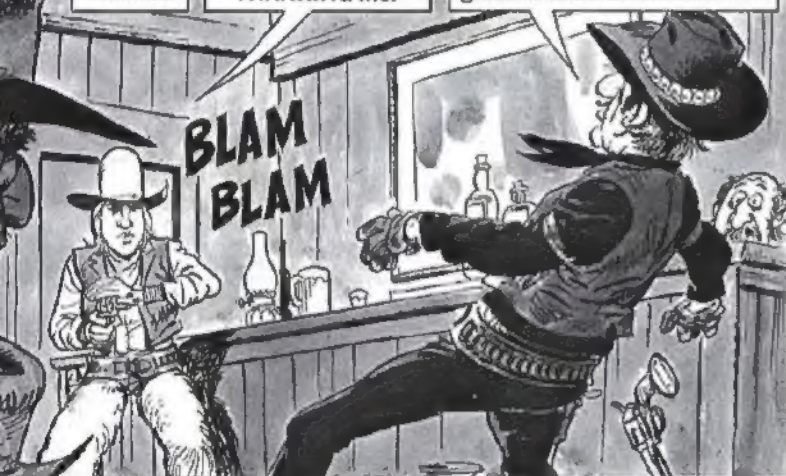
Unnnngh!

You . . . you Got me, Kid! Thanks!!

I've heard of good losers, but this is ridiculous!

Why are you **THANKING** me?

I'm glad you won, Kid! Now, it's **YOUR** turn! Every punk who can strap on a gun will be lookin' to have a shoot-out with you so's he can be the guy who got the guy who gunned down Black Bart . . .!



Hey . . . Who are all **YOU** guys?

We're Gunslingers, lookin' to make our reputations by gettin' the dude who zapped Black Bart!

See what I mean . . .? They can't even wait for me to **CROAK!**

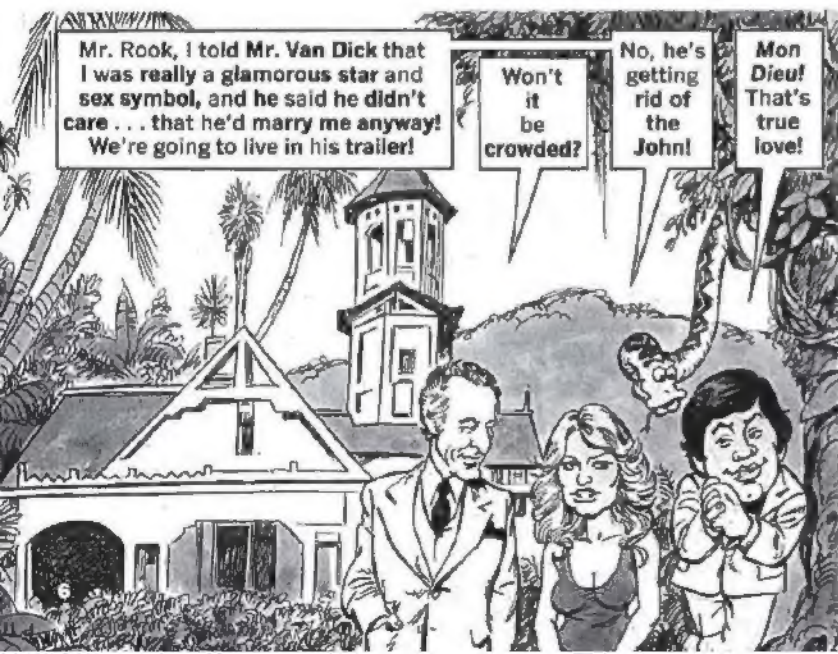


Mr. Rook, I told Mr. Van Dick that I was really a glamorous star and sex symbol, and he said he didn't care . . . that he'd marry me anyway! We're going to live in his trailer!

Won't it be crowded?

No, he's getting rid of the John!

Mon Dieu! That's true love!



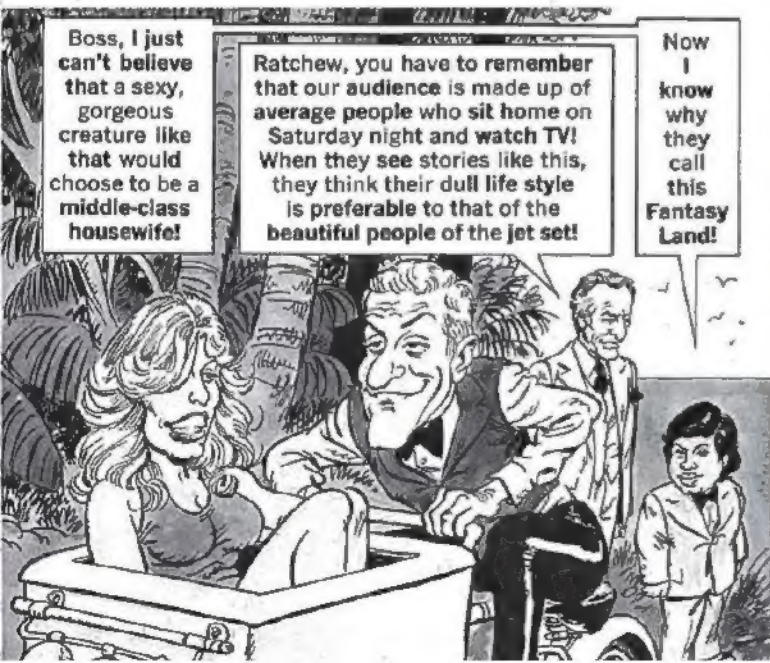
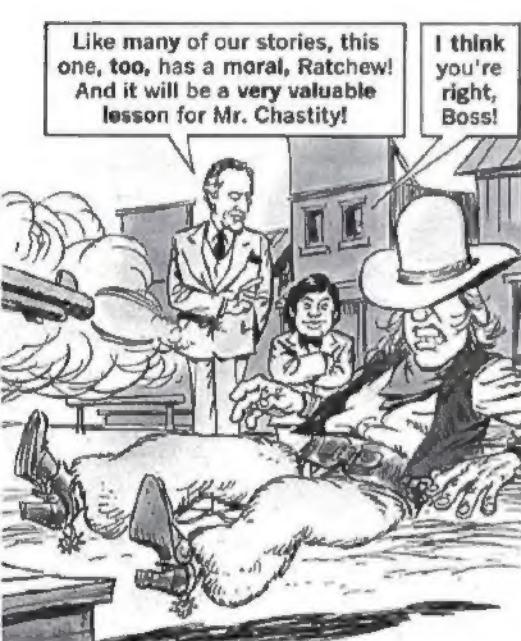
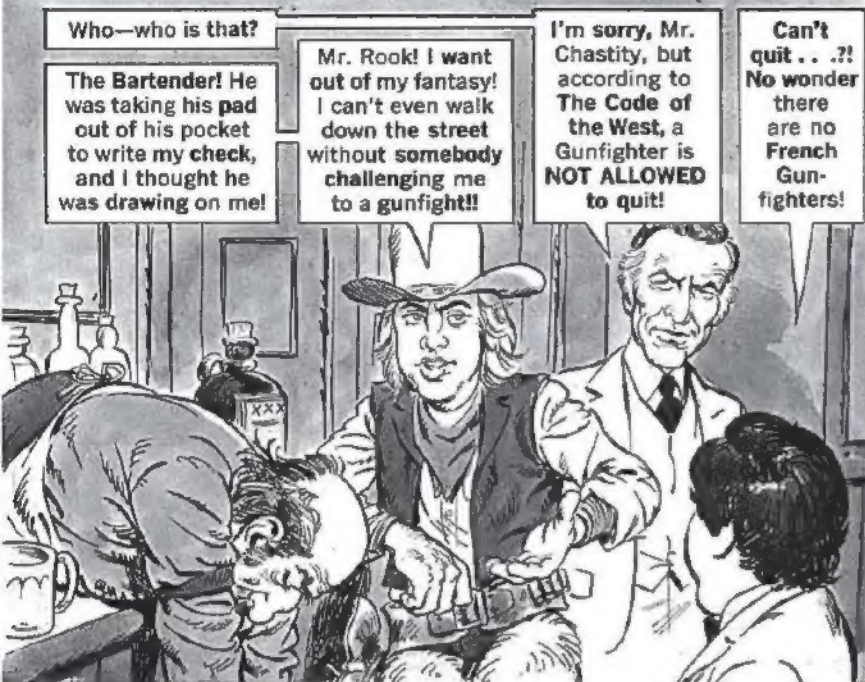
Just think! No more photographers, no more autograph hounds, no more gropers! From now on, I'll be able to go to the Supermarket with my hair in curlers . . . drink beer out of a can . . . and play the pinball machine in the candy store! I'm—I'm so excited! My whole life will be a—a fantasy!!

Are you sure that's what you really want, Fairer?

Of course, Mr. Rook! Doesn't everybody!?!









# THE TOURIST



**WRITER & ARTIST ANTONIO PROHIAS**





We live in a world of technological wonders. Many things that couldn't even be imagined a hundred years ago are now commonplace. Yet one thing, it seems, will probably be forever out of man's reach. Or will it? The possibility of poultry traversing through the ages remains a dream for many. But until such time as this dream can become a reality, we are left to sit and wonder what such a scientific achievement would bring. Behold!

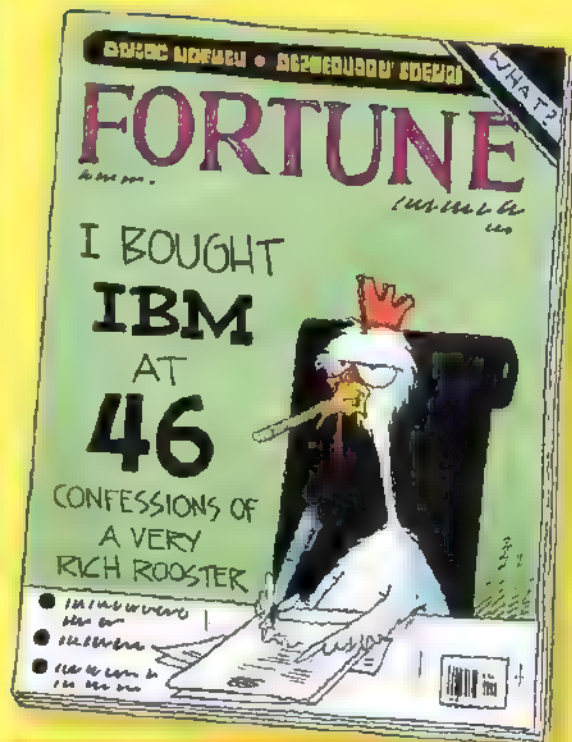
JOHN CALDWELL'S

# IF CHICKENS COULD TIME TRAVEL

WRITER & ARTIST JOHN CALDWELL

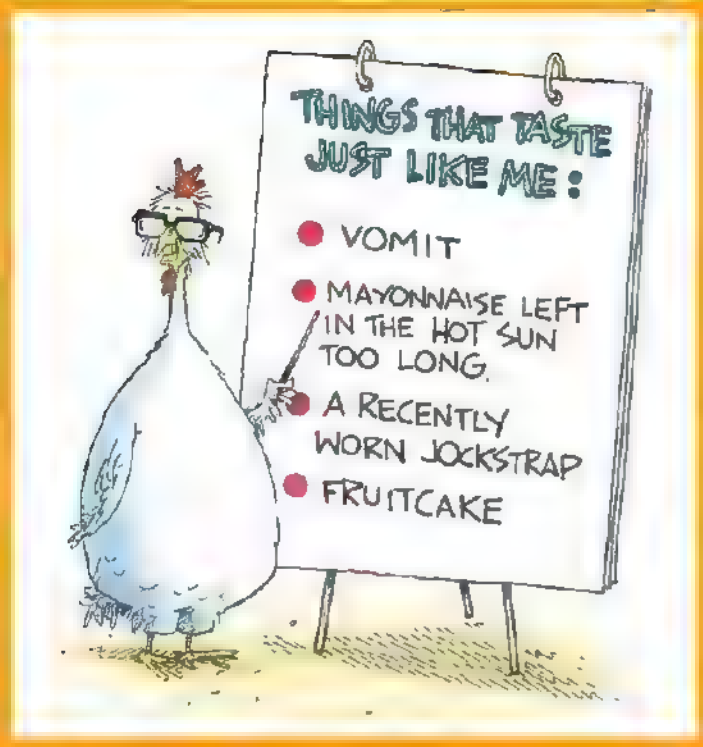


The world might never have heard the name "Colonel Sanders."



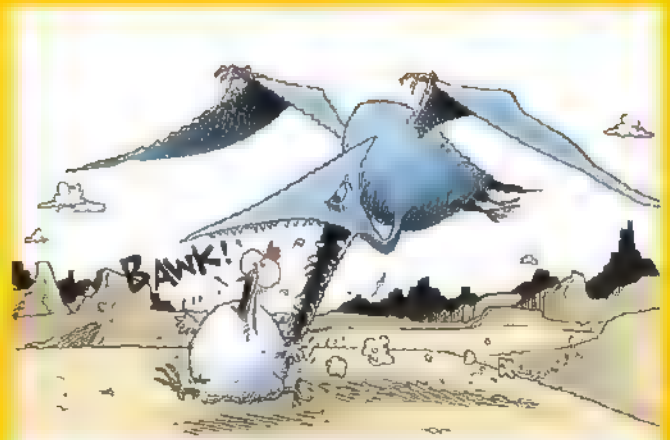
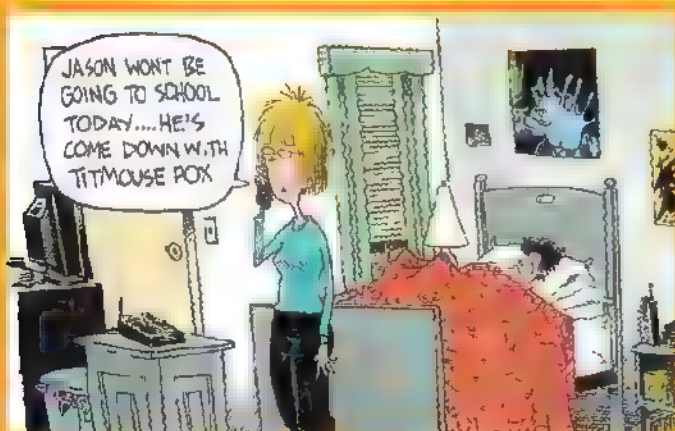
The annual "Fortune 500" list would be peppered with trillionaire chickens





They'd definitely make their share of "wrong place, wrong time" appearances.

Popular songs, bestselling books, and major motion pictures would forever sing the praises of the gallant chicken who saved Lincoln.



Some would learn the hard way the dangers of looking up their prehistoric ancestors.

Any and all negative references to chickens would be obliterated.





THEY WOULD RARELY SET THEIR ARRIVAL DATE CORRECTLY, BECAUSE AT THE END OF THE DAY, THEY'RE STILL FRICKIN' CHICKENS!



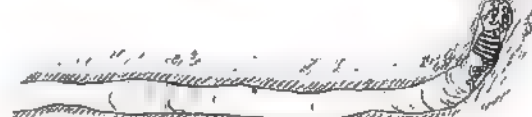
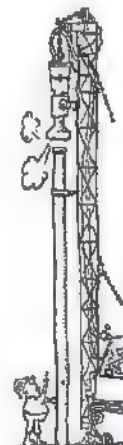
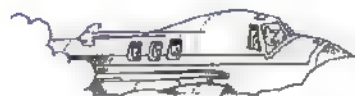
They would rarely set their arrival date correctly, because at the end of the day, they're still frickin' chickens!





# DRAWN OUT DRAMAS

BY  
**SERGIO ARAGONES**








Editor's Note: Since our "Introduction" writer was just kidnapped, and since he is being held for 9¢ ransom, and since we refuse to pay that ransom . . . there will be no introduction to . . .

# A MAD PEEK BEHIND THE SCENES AT A RESORT HOTEL

WRITER LARRY SIEGEL ARTIST BOB CLARKE



Ahhh, young love! Isn't that nice?!  
It's just like our brochure says . . .  
"Euphoria Hotel—The Romantic Spot—  
The Ideal Place To Meet A Husband!"

Are you kidding?  
If I meet MY  
husband here,  
I'm DEAD!!



The bed in room 389 is in terrible shape! The two left legs are shorter than the two right legs, and you can't lie in it without tipping from side to side! We got trouble!

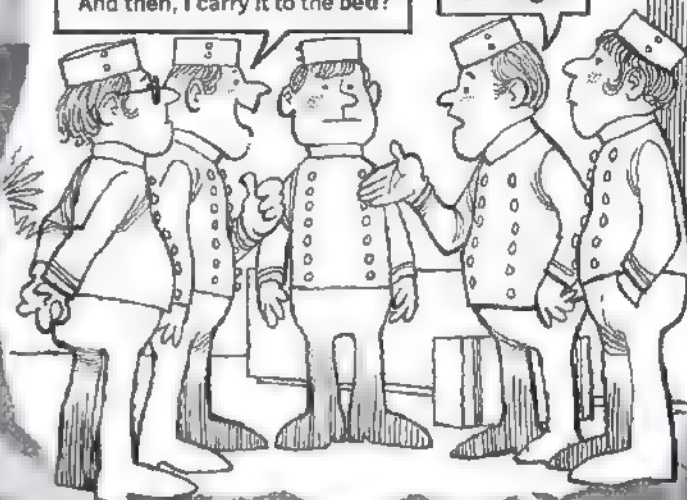
Wrong! We got a **VIBRATING BED!** Put a quarter coin box on it and we'll clean up!



Okay, everybody got it straight! Barney carries the guy's bag into the lobby! Steve carries it to the elevator! Gus carries it down the hall! And I carry it into the room!

No—don't stretch a good thing too far! Four tips on one bag is enough!

And then, I carry it to the bed?



The guests are complaining about our pool! It's small, it's only two feet deep, and the water is like lukewarm soup! Shall we admit it's a wading pool and refund their money for misrepresentation!

Of course not! Tell 'em we're a "**Spa**"—that that's our therapeutic pool—and charge 'em extra to go in!



You advertise this hotel as the finest resort on the coast, with all rooms facing the ocean! Well, MY room doesn't face the ocean!!

We didn't say WHICH ocean!



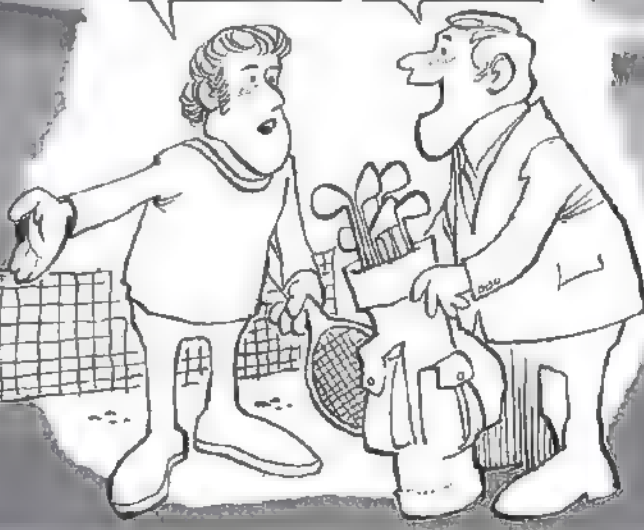
Why must all tennis players wear white?

Because it's a tennis tradition ... because white is a neat clean color and tennis is a neat clean game ... and mainly, because how **ELSE** could I make a killing in my tennis supply shop selling shirts, shorts, skirts and sneakers?!?



Our Championship Tennis Court is in terrible shape! I counted about 18 holes in it!

Okay, take down the net! We now have a Championship Golf Course!





Ooops! Sorry to bust in on you folks like this! I'll come back at a better time!

She ought to be ashamed of herself! She knows the only time we bust in on guests is when they're either naked—or in the bathroom!

Ha-ha-ha! Hee-hee! Hoo-hah! Oh, stop! You're killing me!

What's he writing? A sketch for the show?

No, a laundry price list for the hotel!

How about "Socks—\$1 a pair—hankies—75c each—"?

Please! Stop! I can't stand it anymore!

The dining room staff just locked all the guests in, submitted a list of grievances to the chef, and set fire to the pantry!

If I told 'em once, I told 'em a thousand times—Don't hire college kids as waiters!

The air conditioning broke down in Room 227! It's sweltering in there! Shall I call a repair man?

No, I have a better idea! Throw a couple of bricks in a corner, and we'll advertise a free sauna bath!

We pride ourselves in our efficient Hotel Security Force! There hasn't been a robbery here in years!

Help! Police! I've been robbed! I've been robbed!

Except when our guests check out and see their BILL!!

On the phone you told me there were five men to one girl!

That's right! And those are the five men! Too bad you're not lucky enough to be the one girl!

Clarke





# Ways to Avoid Paying to Check a Suitcase When you Fly



**1** Dress in layers. Wearing 8 pairs of underwear, 4 pairs of pants, 6 shirts, and 3 jackets means one less suitcase to check. Not only will you save money, but if you're hit by a car, it just may save your life!



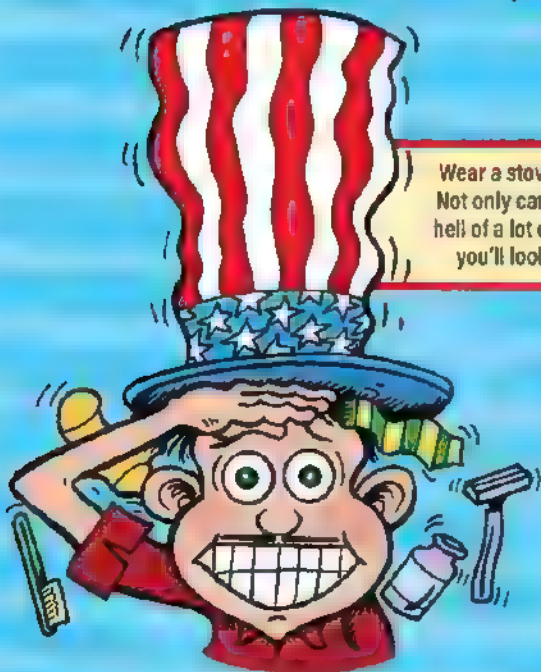
**2**

Buy a large umbrella and fill it with all your toiletries, small electronics and snacks. But remember, don't open it! It's bad luck to open an umbrella on an airplane!



**3**

Reading material is not considered luggage. Hollow out a large Bible and pack it full of socks, handkerchiefs and maybe even some reading material!

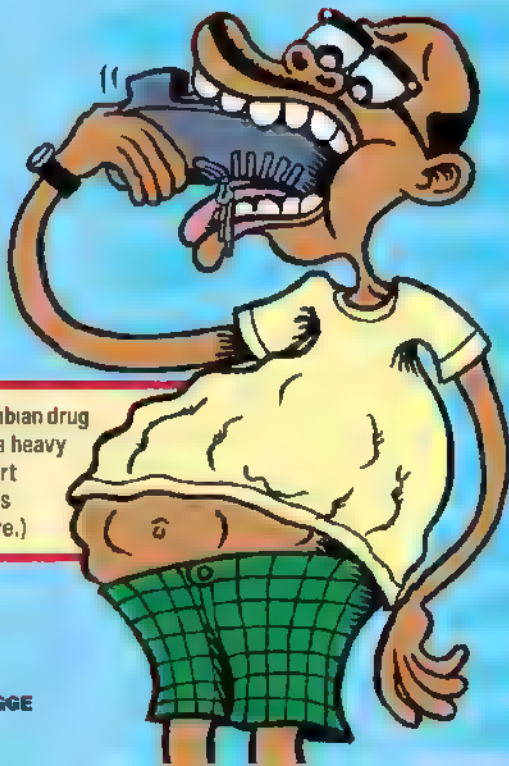


**4**

Wear a stovepipe hat. Not only can it carry a hell of a lot of stuff but you'll look patriotic.

**5**

Take a page from Colombian drug mules. (Note: If you're a heavy packer, you might start swallowing a few days prior to your departure.)





If you're planning on visiting one of our national parks, you better hurry before President Cheney — oops we mean President Bush — begins drilling for oil under each and every rock like he was Jed Clampett on a Saturday night bender. But at least for now these great natural wonder treasures are here for you to enjoy and us to make fun of. Here's...

# A MAD PEEK BEHIND THE SCENES AT A NATIONAL PARK





I'm out here in the woods with only a pair of tweezers, two batteries and a broken compass...this awesome Outward Bound program is teaching me how to survive out here on my own!

Looks like we've got another Outward Bound success story here!

You bet! We spent two bucks on his supplies and we're milking yet another sucker outta five grand!

Let's face it, we are lost!

I thought your Global Positioning System searched the sky for satellites to pinpoint our position!

It does!  
So how could we be lost?

Because the very first thing it searches for is fresh batteries, and I forgot to put them in!

Ever since *The Blair Witch Project*, I haven't felt safe hanging out in the woods!


Me neither! I live in terror of running into a group of screaming idiots chasing after each other with a video camera to make a low-budget movie!

Sitting around a campfire is a celebration of the peace and serenity of the beautiful bonds of human kind in nature!

Indeed! This is really great! It's the very essence of community and...oops!

You clumsy jerk! You knocked my marshmallow into the fire, you stupid bastard!





Why are you just standing around the foot of the mountain? Are you gonna climb it, or what?

Nah! I'm waiting for someone to fall off it so I can write a sensationalist account for *Outside* magazine!

Oh lord! The rope's come undone and Glenn's falling off the mountain! Poor Glenn!

Poor Glenn!? That's my 300 dollar climbing rope he's holding!

Hey, guys, what say we head back on that trail right now!

Are you kidding? I'm bushed! We've been backpacking for a month and we haven't seen a single woman! Now there's a whole group of them!

Yeah, and I bet they're as horny as we are!

Hey girls, do you mind if we join you around the campfire?

No! We belong to God's Crusade of Purity! We'd love to have you join in our singing! The more voices, the louder the Lord will hear our prayers!

Hey guys, what say we head back on that trail right now!

What's that really awful smell?

I think it's fresh air!

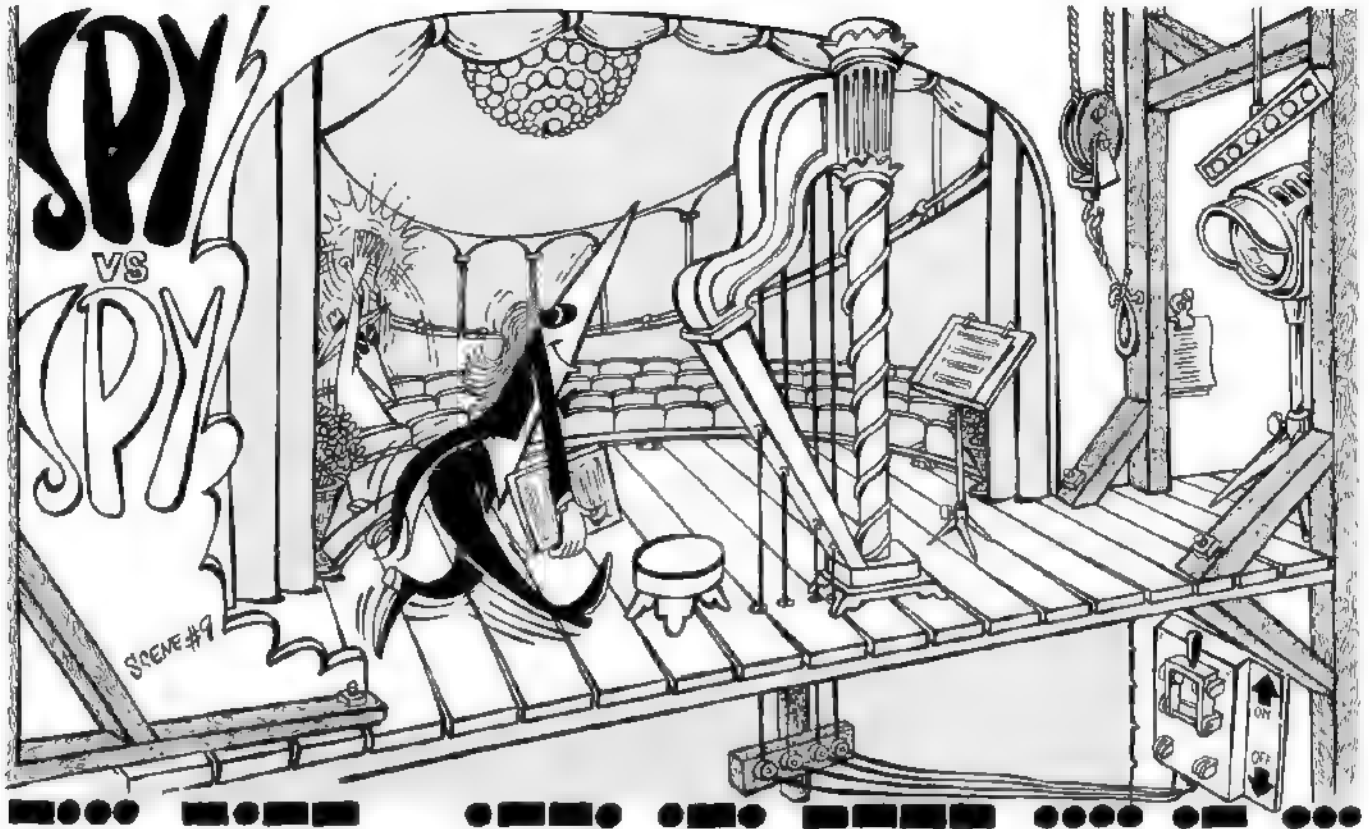
Well, whatever the hell it is, it's making me sick! Turn on the S.U.V. for a few minutes so I can inhale some exhaust!

We've been hiking for hours! I'm suffering from severe crotch itch!

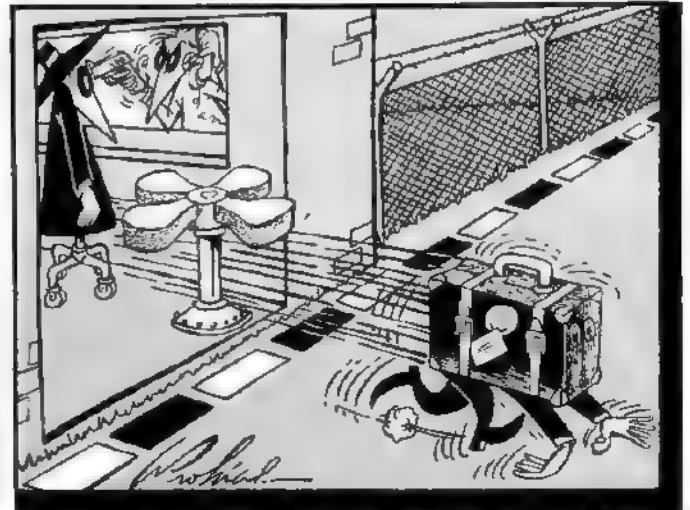
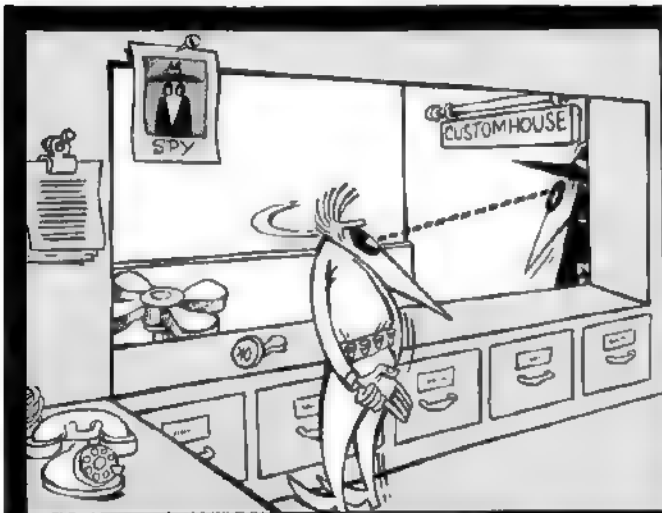
Yeah, I've worked up a terrible case of butt chap myself!

So much for our romantic weekend in the wilderness!





WRITER & ARTIST ANTONIO PROHIAS



ORIGINALLY PUBLISHED IN MAD #110, APR 1967



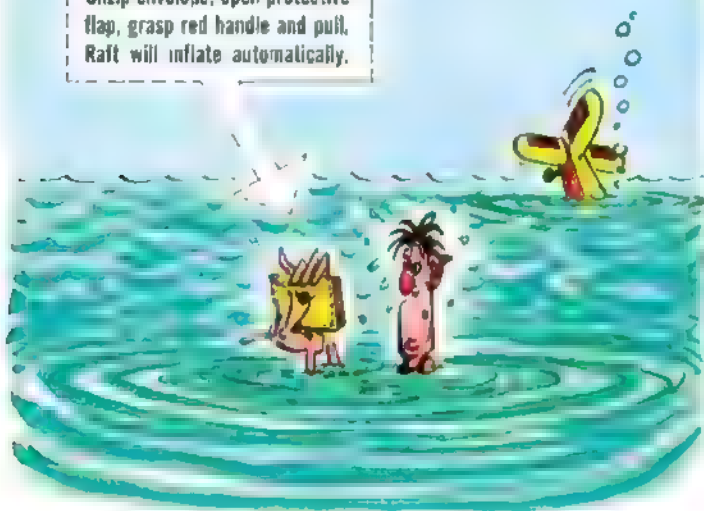


# DITCHED IN THE SOUTH PACIFIC

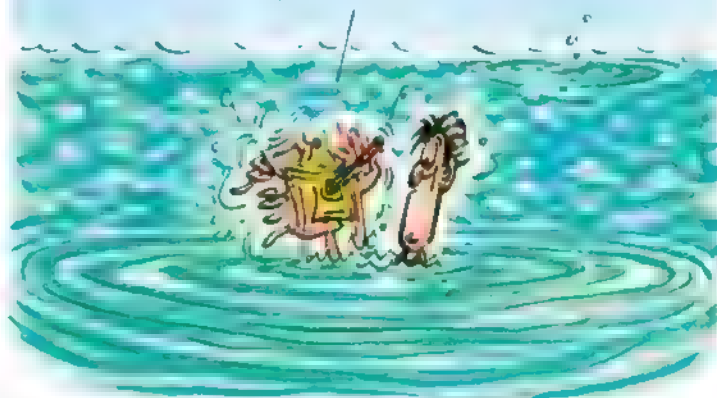
## SURVIVAL RAFT

DESIGNED ESPECIALLY FOR USE  
IN THE SOUTH PACIFIC AREA  
DIRECTIONS

Unzip envelope, open protective  
flap, grasp red handle and pull.  
Raft will inflate automatically.

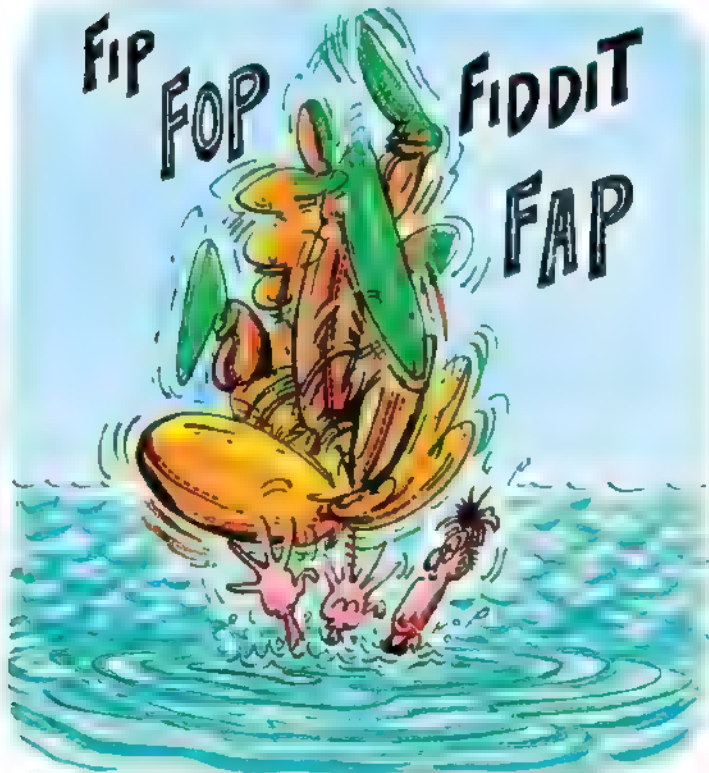


SNAP GRASP  
ZIP PULL

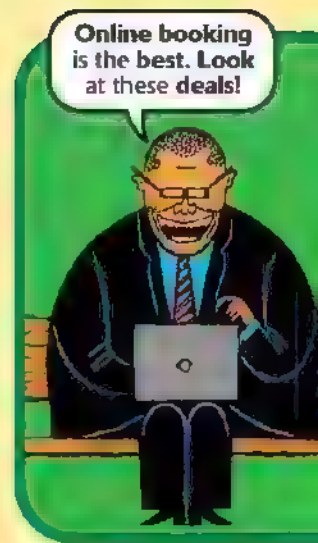
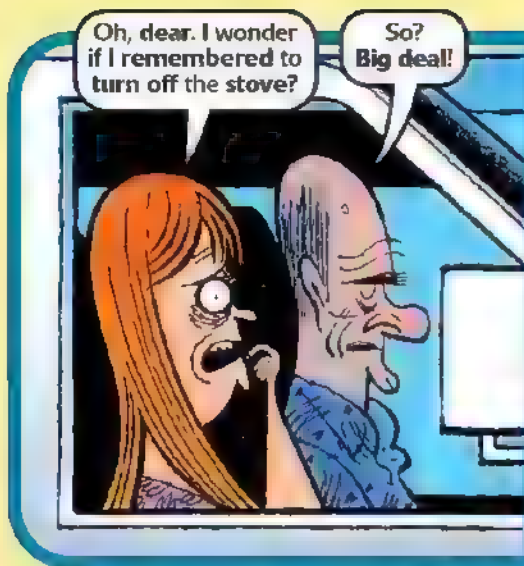


WRITER & ARTIST DON MARTIN

FIP FOP FIDDIT  
FAP



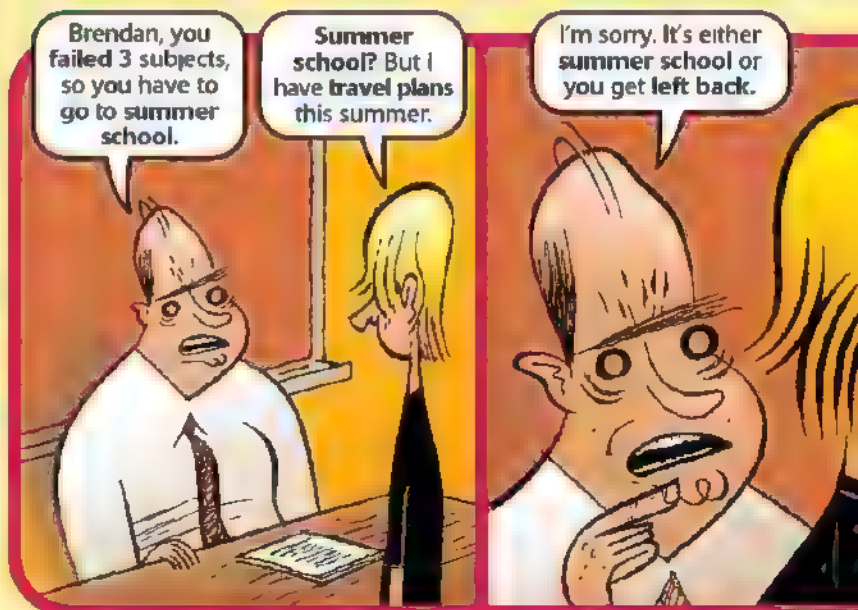
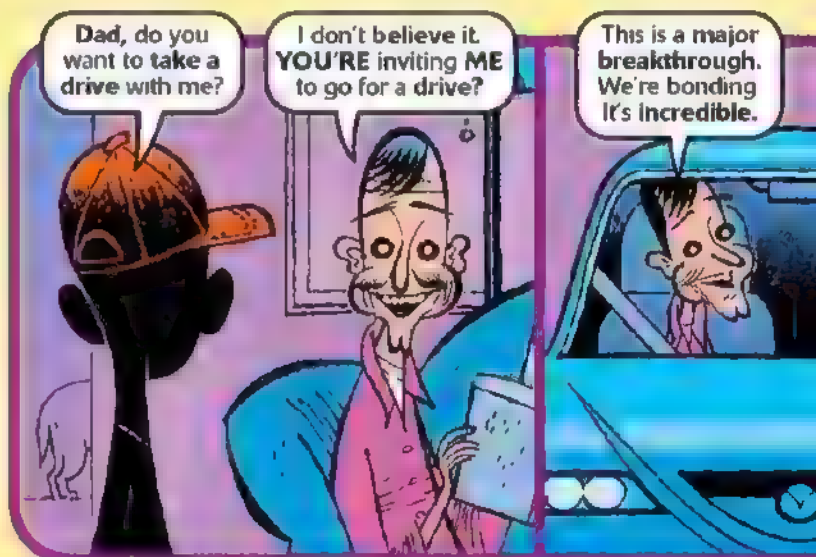




TRIP TEAM DEPT.

# TheMAD WORLDof...

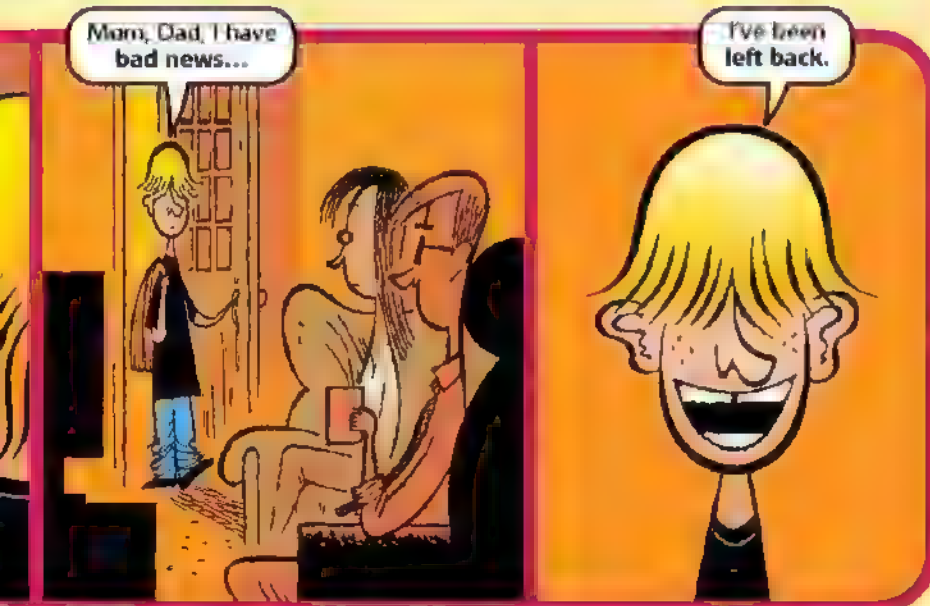
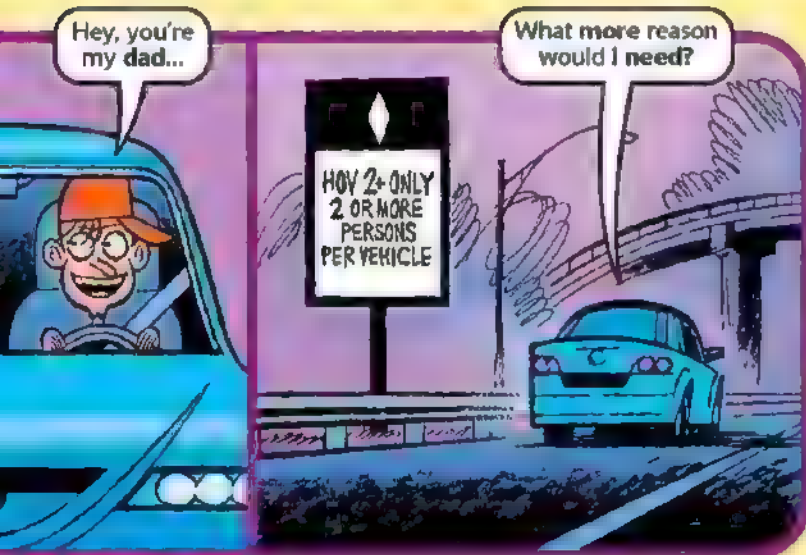
WRITTEN BY STAN GINGERMAN ARTIST MARC HEMPEL



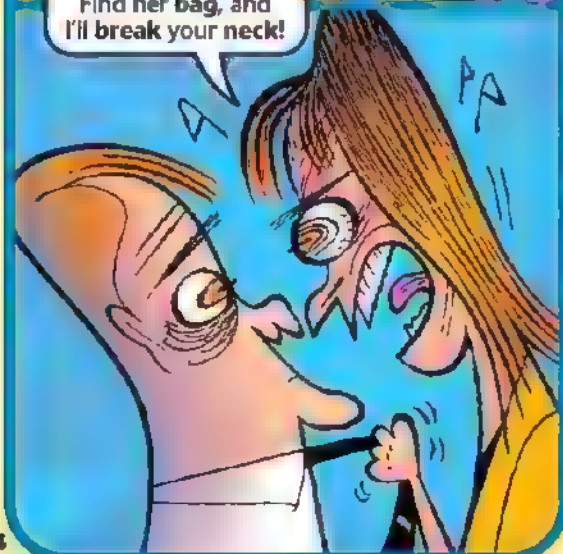




# TRAVEL









# ONE MORNING IN A BUS TERMINAL



WRITER & ARTIST DON MARTIN







Airlines have taken a lot of steps to make traveling more comfortable — there's wi-fi, personal TV screens, more legroom and let's not forget that free half-can of soda! But no matter how many perks they add, there's still one terrible inconvenience that they'll never be able to do away with — the people. You should prepare for severe turbulence if you end up having to share an armrest with any of...

# The Worst People to Sit Near on a Plane

WRITER & ARTIST: TERESA DUBINS PARRISHURST

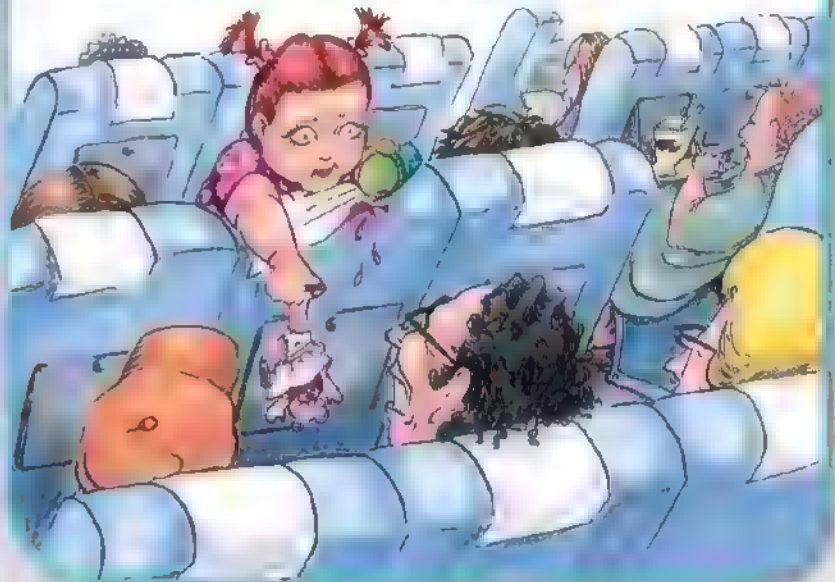
## ENLARGED PROSTATE GUY

You've had more physical contact with this antsy jerk than you've had with your last three girlfriends — but in the course of five hours of chit-chat, you just can't find a subtle way to bring up catheters.



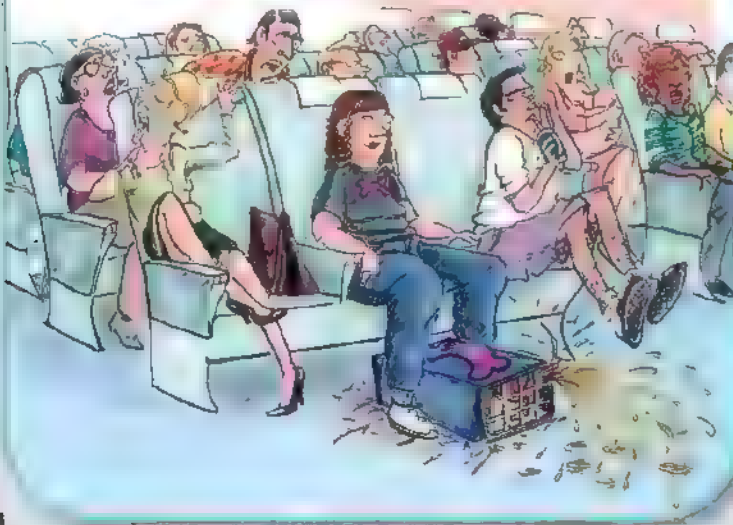
## THE CUTE STARING KID

This cuteness lasts for about eight minutes before your face starts hurting from flashing the same phony smile and you start getting annoyed at this obnoxious, unblinking imp who won't allow you to enjoy even the most discrete nose-pick.



## THE PUPPY TRANSPORTER

Your relief realizing that your neighbor's ass isn't panting is short-lived when you find out what IS breathing heavily — a terrified pup under her seat that's peeing and farting its way across the continent. You'd ask for a seat change, if your pesky windpipe wasn't closing up because of your dander allergy.



## THE DEEP SLEEPER

Sure, in moments of romantic desperation, you've had your fair share of strangers sleeping next to you — but this time you're sober and keenly aware of the slobbering, dead-weighted schlub encroaching on your \$538 seat. Plus, this time there's nowhere to shower off the shame.





## THE ERRATIC RECLINER

Every time this douchebag changes position, so do your food and beverages. Plus, whenever that freakin' tray impales your gut, you're reminded of how you failed — yet again — to de-blubber before your vacation.

I'm tellin' ya — whoever designs these blasted contraptions has ZERO consideration for anyone suffering from Restless Torso Syndrome!



## THE SILENT WEEPER

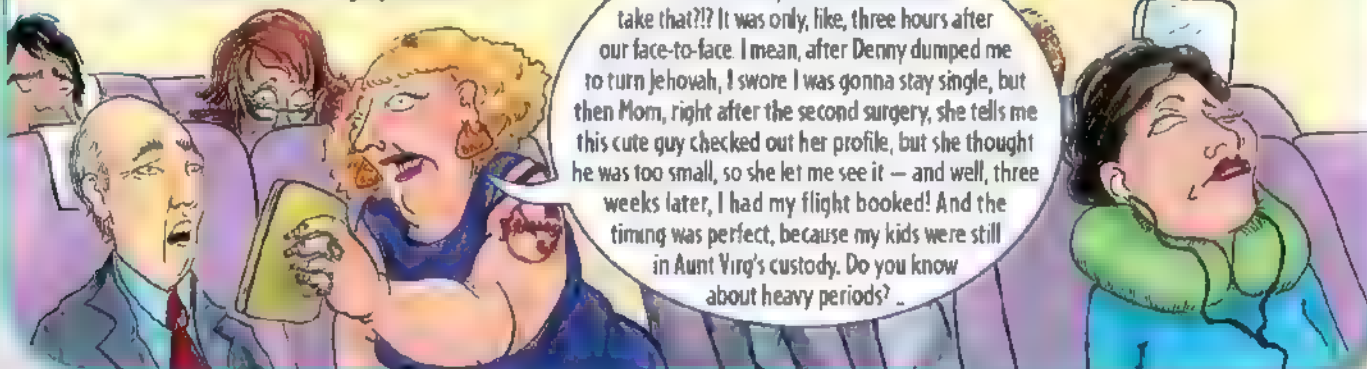
Maybe she just got dumped, or buried Grammie, or found out her housesitter thought Weensy was an *outdoor* kitty, but who cares?!? Her efforts to stifle her unrelenting sobs are seriously killing your airport bar buzz.



## THE PERSONAL INFORMATION DIVULGER

This person makes you wish you could be meaner, but you can't — especially after hearing how bad her mother-in-law's Lymphedema is.

Oh, look at this one! Can you believe he let me take that?!? It was only, like, three hours after our face-to-face. I mean, after Denny dumped me to turn Jehovah, I swore I was gonna stay single, but then Mom, right after the second surgery, she tells me this cute guy checked out her profile, but she thought he was too small, so she let me see it — and well, three weeks later, I had my flight booked! And the timing was perfect, because my kids were still in Aunt Virg's custody. Do you know about heavy periods? ..



## THE B.O. DUDE

Maybe this guy is allergic to deodorant, detergent and soap. Or maybe he just didn't have time to shower after the triathlon. Or perhaps he's just wearing his lucky flying jacket that hasn't been dry-cleaned since the mid-70s — doesn't matter; he stinks.

Our father, who art in Heaven...

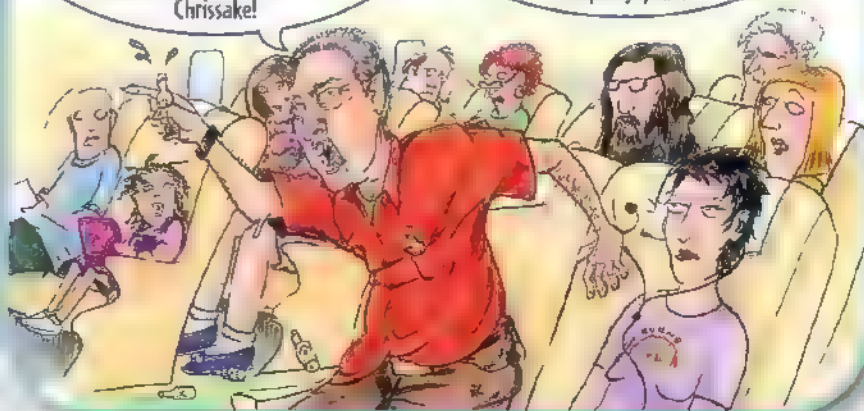


## THE ANGRY DRUNK

His slurred, apathetic tirade towards the airline/government/ex-wives/liberal media creates the perfect ambience for the meditation tape you can't hear over his boozy ramblings.

Maybe if I say it in ESPANOLIE, youse'd all unnerstan' the POINT is that they got no goddam RIGHT tellin' me to take my #@&\* shoes off! I got the right to bear SNEAKERS for Chrissake!

And I'm sicka the Mohammed Gandhi there terrorizin' and the whole damn thing is a conspiracy what with that Annerson Cooper guy an'...







# THE CASTAWAY

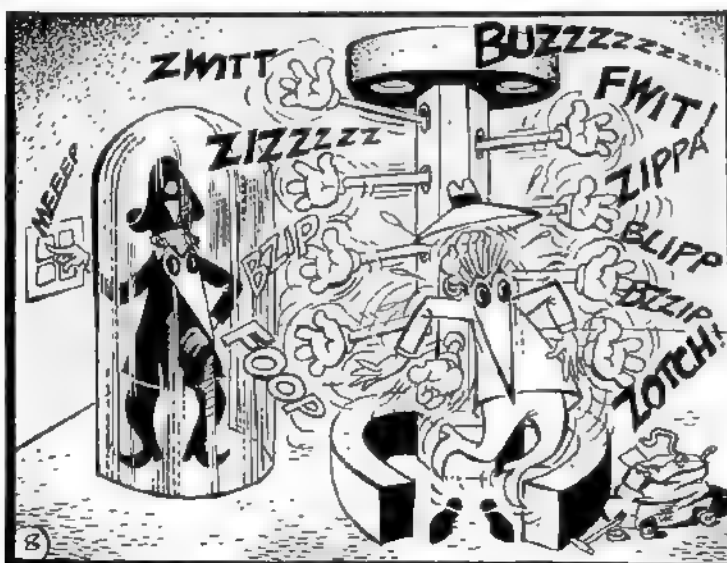
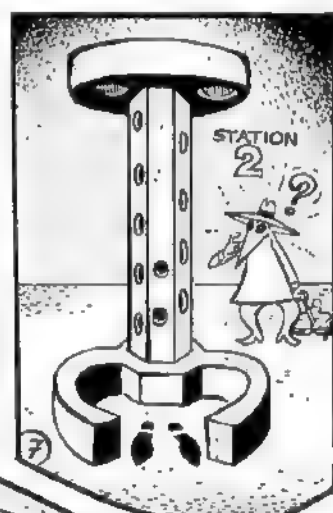
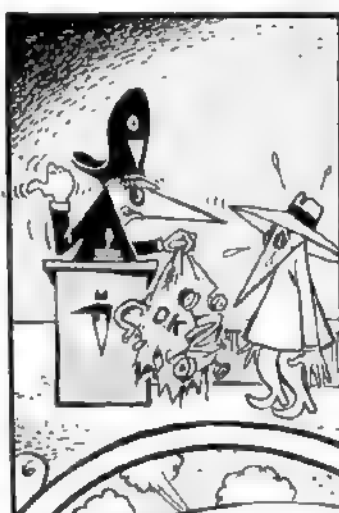
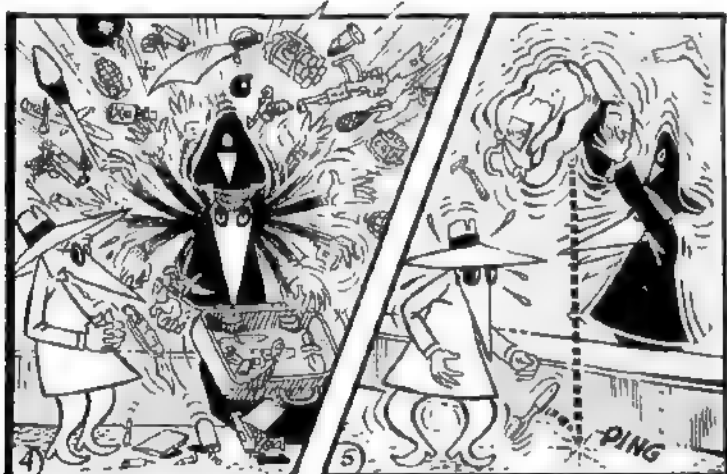
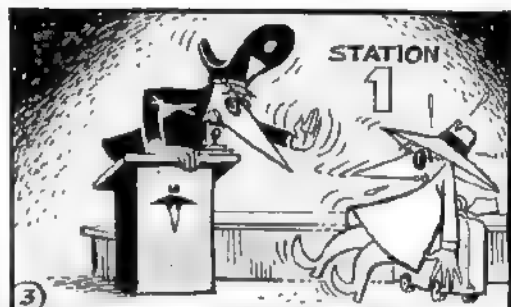
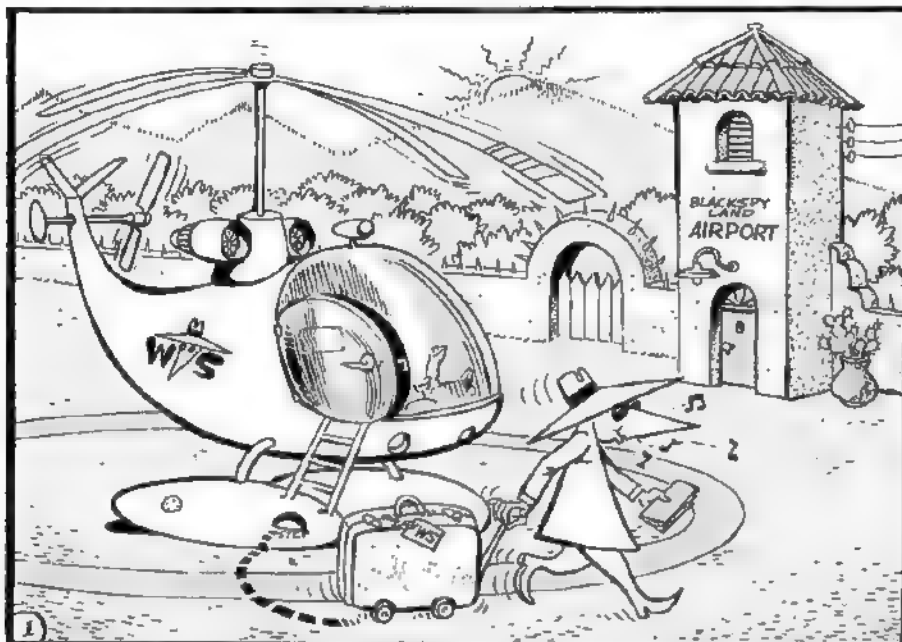


WRITER AL JAFFEE ARTIST PAUL COKER, JR.





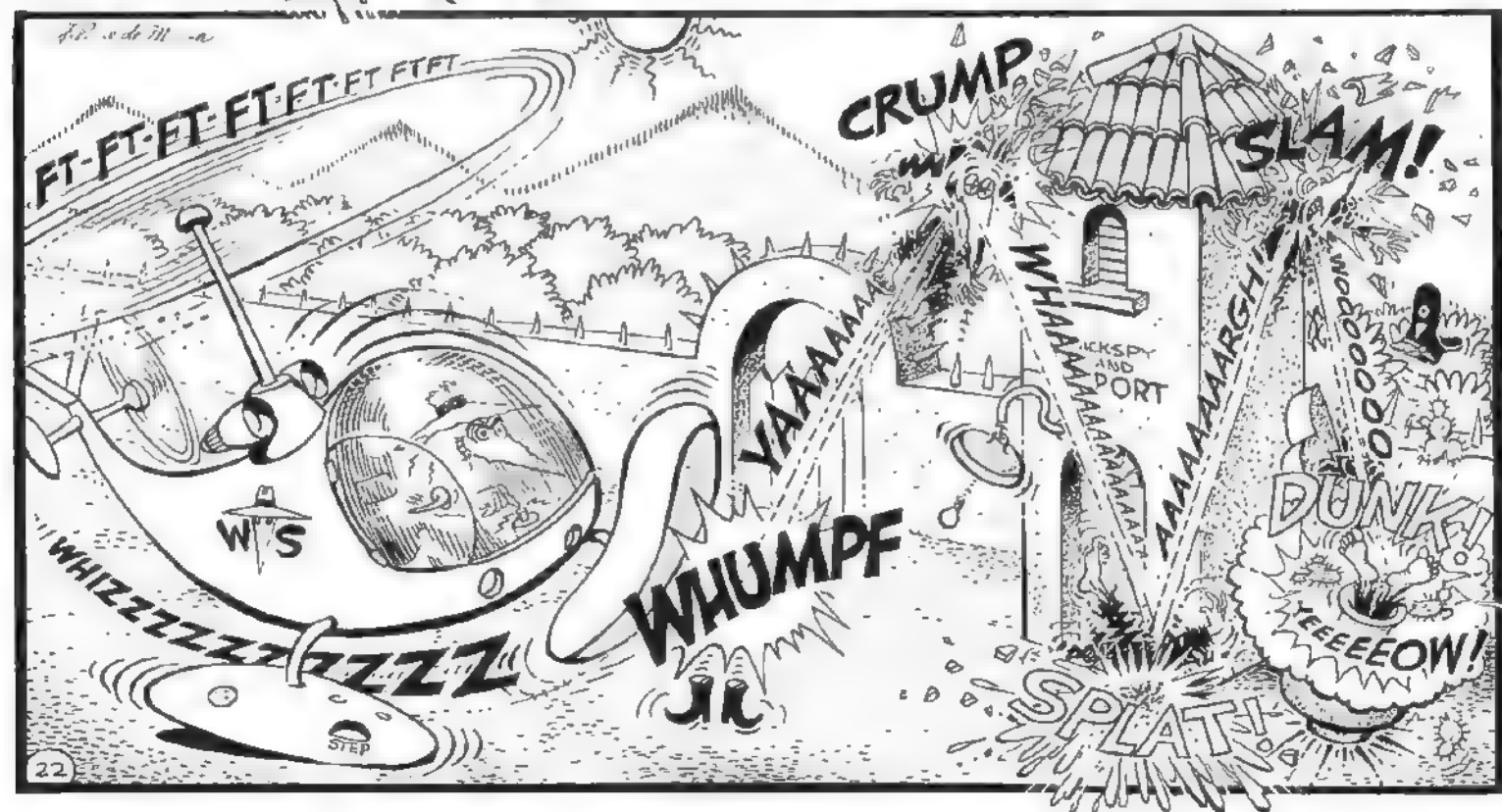
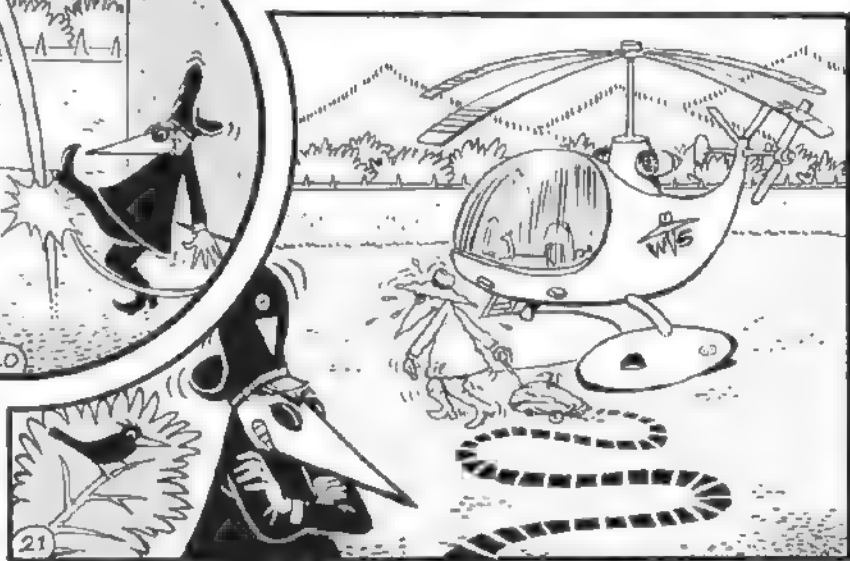
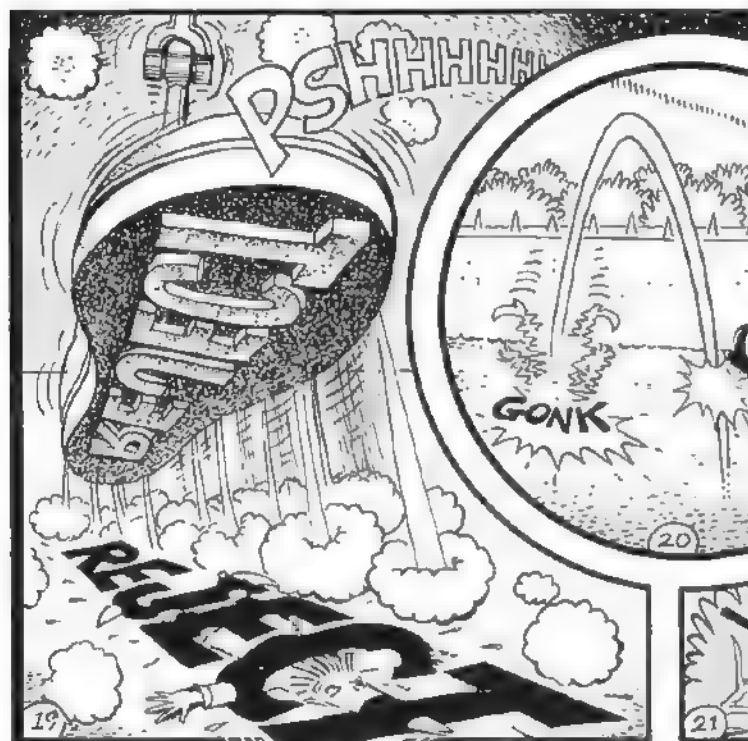
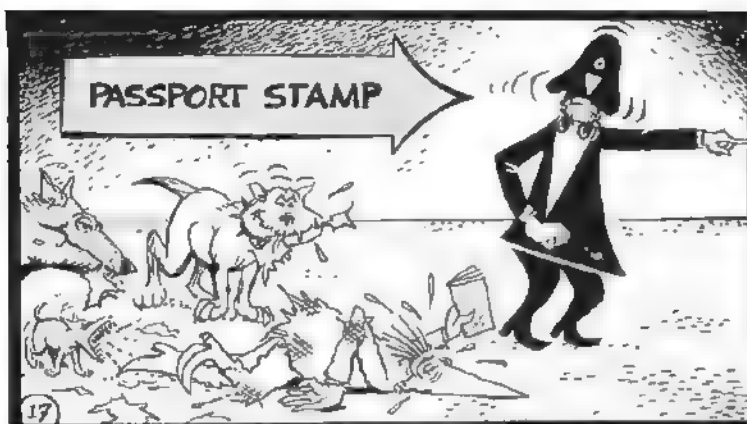
# SPY VS SPY THE TOURIST















## COMPLETE MORONS DEPT.

Twelve teams travel around the world in just 30 days! It's a frantic race to win \$1 million! At first it was exciting to see the teams dashing through exotic foreign locations, bickering couples squirming as they had to eat weird alien delicacies. But now we're up to the 11th go-round of this series and it's getting pretty boring watching the same tired routines over and over. Quite frankly, this once thrilling show has become...

# THE R

I'm Pili KingHam! You're watching twelve teams from all around the world converge on this desolate spot in the Florida Everglades! Actually, all twelve of these teams are staying in a run down motel just a mile from here provided by the producers. They could have all come in a mini-bus, but isn't it so much more impressive to say they've come from places far and wide? Some are arriving today by airboat, some are arriving by helicopter.

And one returning team, the two successful male models who won the \$1 million dollars in our last *Amazing Rut*, is arriving by parachute!

My God, the packs the producers gave us don't have parachutes in them! No wonder they said we'd get our \$1 million prize after we appeared in this new series! It was their crappy way of not paying us our winnings!

Stop being so gloomy! Look on the bright side - it's great that our faces are back on national TV again. This should make quite a big impact on our modeling careers!

We're Tiffany and Tiffany! We're identical twins! We're so identical we have the same first name! We're cheerleaders - which is odd, because the town we come from is so small it doesn't have any sports teams! But the producers said we could be on the show anyway, as long as we wore these short skirts and tight sweaters! Rahl! Rahl! - uh, what's the third word? Oh yeah, Rahl!



To try to give this season's series a different look, they've added us! We're the oldest couple ever to appear on *The Amazing Rut*! The producers told me that having us on the show was a way to show America that being a senior doesn't have to mean you're really over the hill!

Bullsh\*t, you old fool! They wanted us on the show because watching old people fall down on camera is really good for a laugh! Where's a giraffe?

Oh, yeah - I'm sure they also considered the fact that one of us is hard of hearing as comedy gold!

We're the politically correct interracial couple! I'm big and overweight and my Asian boyfriend here is thin and anemic! You probably think we make a strange combination and you're right!

When we tried to get on the show with our real partners, we were turned down! Then we got this wild idea to walk back into the producer's office pretending to be this weird couple and bingo, we're on the show!



# AMAZING! UT

WRITER DICK DEBARTOLO  
ARTIST HERMANN MEJIA

We've been best friends since childhood! I'm the youngest and he's the dumbest!

I'm the dumbest? You were the one who asked if our canoe came with a steering wheel, moron!

Screw you, a-hole!

Bite me, Jerkwad! Well, I guess it's easy to see why we got picked for this show. Our ability to constantly bicker and put each other down is high on the producer's list of "must have" attributes!

We're supposed to be couple number five! They told us there would be some real surprises in this version of the show, but who figured we'd be eliminated even before they announced our names! Glub, glub, glub...

Biff and I have been, like, dating for a couple of weeks now and, like, we thought joining *The Amazing Rut* would be a good way to find out if we, like, belong together!

Sure, we could go out on more dates and I could see how she behaves at a restaurant or ball game, but being in *Rut* lets us find out the deeper things! Like how she reacts to falling into a heap of elephant dung or if she minds a snake crawling up her skirt while a spider crawls down her neck!

Hey, how did this guy get an advance copy of this season's script?



My daughter was a problem teenager! She ran away from home many times and hung out with a bunch of low-lifes! But I convinced her to enter this grueling race with me as a way to reconnect!

I still don't think this is a good idea, daddy. I'm eight months pregnant! I can hardly move!

Well, if you're gonna start out with that no-can-do attitude. Let's just drop out now!

I thought by being on *The Amazing Rut* I'd get to see things, but the inside of an alligator's stomach is not what I had in mind!

I told you we would get on the show! We're a naturall! I have only one leg, and you only have one arm!

Well we better win the million dollars! It's probably gonna cost almost that much to get our limbs sewn back on! I hope we didn't cut them off for nothing!



Sorry we're late, Pill! We almost didn't make it at all! We're construction workers and yesterday my buddy fell into a wet cement foundation and I had to dive in and help him get out!

That kind of stamina is what you'll need for this race! ...You know, something's wrong here. We're supposed to have a gay couple!

We are a gay couple!

You two guys are gay? Then you're out of the race!

You can't throw us out of the race just because we're gay!

I'm not throwing you out of the race because you're gay! I'm throwing you out of the race because you're not flamboyant gays! What good is having gays on the program unless they're stereotypes that reinforce everyone's prejudices?

This is the part of the show that knocks me out! Those teams have ten weeks to cover 50,000 miles in 30 countries! Yet in order to be the first to get into their cars, they push and shove and get injured during the first 200 feet of the race!

Oh my God, I think I broke my leg! There's a hole in the grass that my foot went into!

Well, Pill did warn us there'd be all sorts of surprises!

You think you've got it bad - Bob over there stepped into a bear trap! He'll probably lose his leg!

Bummer! He's the guy with the one leg to begin with!



I did promise those teams lots of surprises and they're seeing one of the biggest surprises right now! CBS was complaining about the expense of having a camera crew follow every single team - and when the teams split up, we need 24 camera crews! So I came up with the brilliant idea of wiring some of the ignition systems with explosives! It's a perfect solution! Not only do we get rid of some of the teams right at the start, but I don't have to see their stupid heartbroken expressions when I say, "I'm sorry but you're out of the race!"



Pill, you, you killed six team members!

That's cold-blooded murder!

Wow! Did I say murder? It's nothing like murder! It's just good television!

Killed is a harsh word I prefer "eliminated!" Yes, three teams have been eliminated from the race!

Let me put it another way. 25% of your competition has been removed!





The teams are off on the first leg of their long, difficult journey! They must now fly from Florida to Cairo, Egypt!

Oh, no! They must be doing yet another season of that *Amazing Rut* show! Here come more of those obnoxious couples running from window to window trying to buy tickets at the last minute!

Screw security! I'll turn off the metal detector and just let them pass through! Let the other countries deal with them. Can the image of ugly Americans get any worse?

SPECIAL SECURITY ENTRANCE FOR CONTESTANTS FROM THE AMAZING RUT



Here in Cairo the teams must find their first clue, which we've hidden among the treasures of Tutankhamen! We're down to six teams after bribing customs to arrest three teams and keep them in jail till the race is over!

Do you think the Egyptians ever had big yellow envelopes that said *Amazing Rut* on them?

I'm not a historian, but I would think not!

Then we have our next clue!

Best Clue? I'd say Elmer's! Fixed my dentures with them once!



The teams have made their way to South America! Now they must cross the Amazon River, but they have a choice! They can choose to swim it, or if they want to spend the time, they can build a boat to cross it!

This water is amazing! I feel like I'm getting lighter by the minute as I swim! I guess it's the undertow!

You are getting lighter by the minute and it's not the undertow! It's piranhas! They're pulling off our flesh!

We're now in last place! There go our hopes and dreams!

You mean our hopes and our limbs!

I'm glad we decided to build a boat! We couldn't afford to lose any more limbs!





We're working through the teams rather quicky! Six teams entered the Amazon and thanks to our friends, the piranhas, four teams came out! Now, in sticking with our "never fail formula," it's time for the remaining four teams to eat something disgusting in order to get their next clue!

Oh no! you're not sending us to Taco Bell for the onions and lettuce, are you?

No, you must now go to Spain, where you'll eat special paella!

Eat a special umbrella? Is he nuts?



This is a very rare delicacy! It's called Wiggly Worm Paella!

But, but the worms are huge and alive!

Dee chef, he no like to kell any thing, not even dee worms!

I see what you mean about the chef! Over at that table a live chicken just walked out of that guy's arroz con pollo!



That was the worst thing I ever ate!

I know why! That's the bowl I threw up in! The other bowl is the Wiggly Worm Paella!



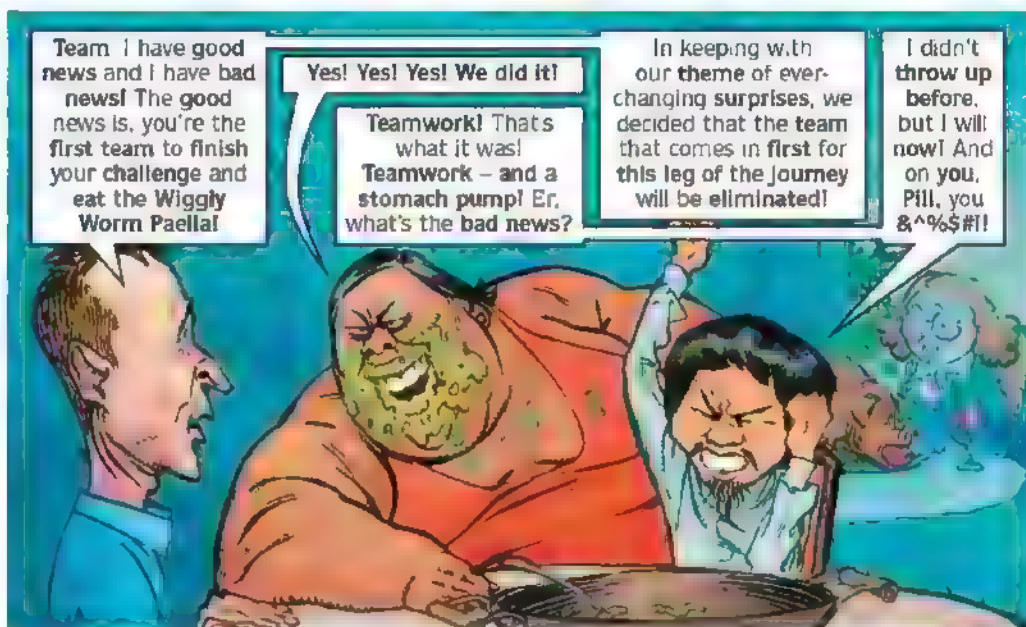
Team I have good news and I have bad news! The good news is, you're the first team to finish your challenge and eat the Wiggly Worm Paella!

Yes! Yes! Yes! We did it!

Teamwork! That's what it was! Teamwork - and a stomach pump! Er, what's the bad news?

In keeping with our theme of ever-changing surprises, we decided that the team that comes in first for this leg of the journey will be eliminated!

I didn't throw up before, but I will now! And on you, Pill, you &^%\$#!



Guys, I called you aside to talk to you about the bickering and the petty grievances!

I know! We shouldn't do that!

What are you talking about? That's what makes great TV! Friends who get along are worthless! My complaint is that you're not squabbling enough! I want to see more bickering or you're both out!

I told you we should bicker more, but you didn't listen, you stupid idiot! I don't know why I ever agreed to partner with a moron like you!

Better! Much, much better!







We're down to **three couples** now. Our **limb-challenged couple** didn't even make it into the **restaurant challenge**, because that place has a **four limb minimum!** The remaining **three teams** now have to fly back to **New York**, where they must find a **green statue** with a **torch** in **one hand!** That's the **only clue** they'll have!

I got our tickets! We have to make **three stops** and **change planes** twice! We could have saved **four hours** with a **nonstop flight** but I **hated the film** they were showing!

You moron! You mean you wasted **four hours** because you didn't like the **in-flight movie**? Are you **freaking nuts**?

The movie was *Click* -- you know, with **Adam Sandler**?

Oh my God, I'm sorry! **Good move!** There's no way I could sit through that piece of **crap!** **Screw the contest!**



Tiffany! You took this flight, too?

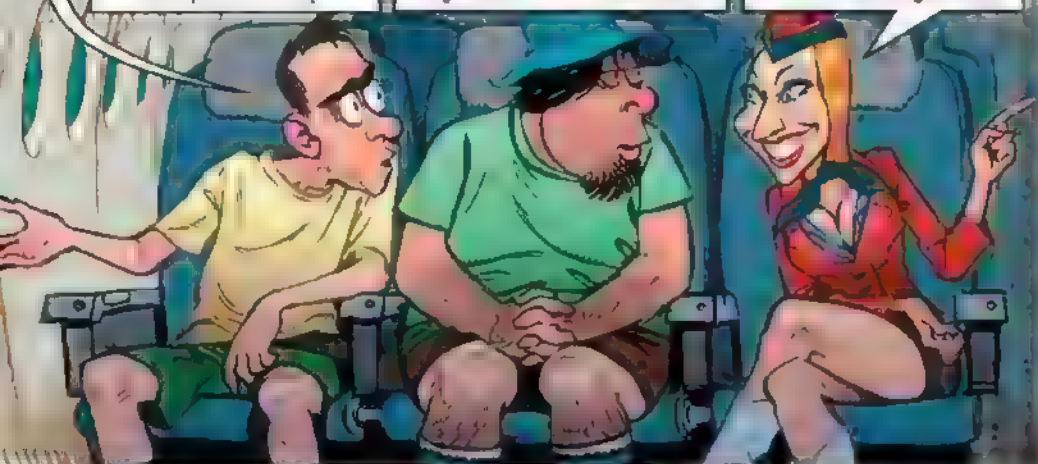
They told me it was sold out!

But where's Tiffany?

Yeah, the **other flight** was showing *Click* with **Adam Sandler**! There was **no way** could sit through that piece of **crap!**

It is! Evidently, **no one** would take the **other flight** because of the **movie!** But I told them I had to be on this plane so they made me a **stewardess!**

In the **cockpit**, flying the plane! But it's okay! She's had years of experience as a member of the **Mile High Club!**



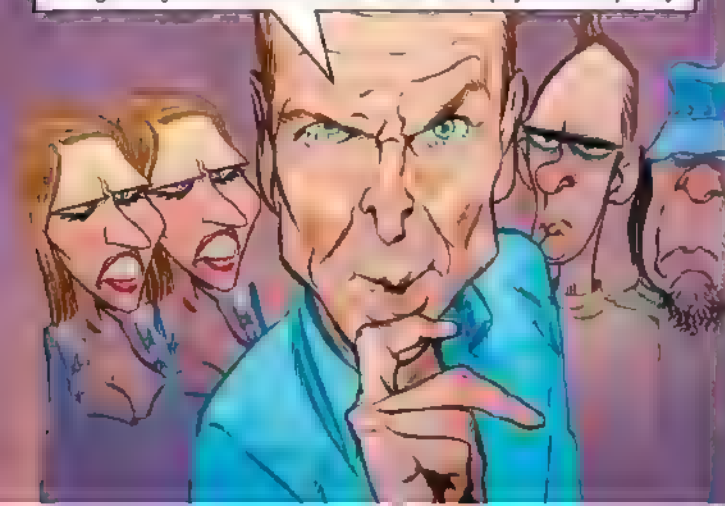
Sorry I'm late! When did they put this **statue** out in the **water**? Didn't it used to be in **Central Park**? Anyway, which team got here first?

We did!

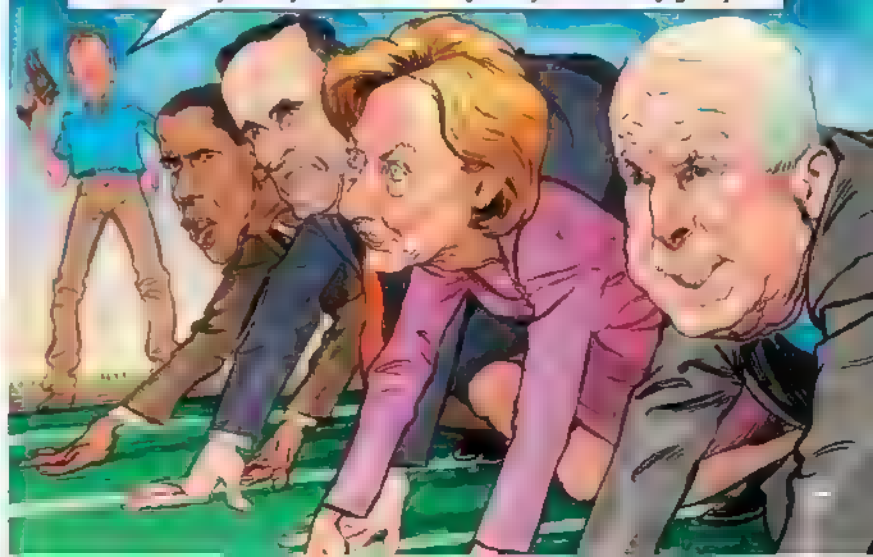
We did!



Hmmm, this is a situation we never had before; where the teams beat the host to the final location! Since we can't **verify** which team was here **first**, I'm going to award the **million dollars** to the **old folks!** At least we know for sure they will come in **third!** And at their age if we stall long enough they'll **croak** and we won't have to pay them a **penny!**



With that race out of the way, we're getting set for the next **great race!** And we've rounded up some of the most **competitive, pushy, outspoken** contestants you'd ever want to meet! All I can say is **stay out of their way!** They're a **motley group!**







The airline industry is in serious financial trouble. Because of inflation, operating costs, such as fuel, food and other services, are too high for airlines to pass these increases on to the passengers. And so, in order to make air travel cheaper and thus attractive to the masses, airlines are adopting the austere type of air travel in which some of the fancy services such as "meals" have been eliminated. If the airlines can't make a profit, they will have to raise fares.

# FUTURE "NO-FRILLS AIRLINE"

## "FRILL-FREE" STANDING ROOM PASSENGERS



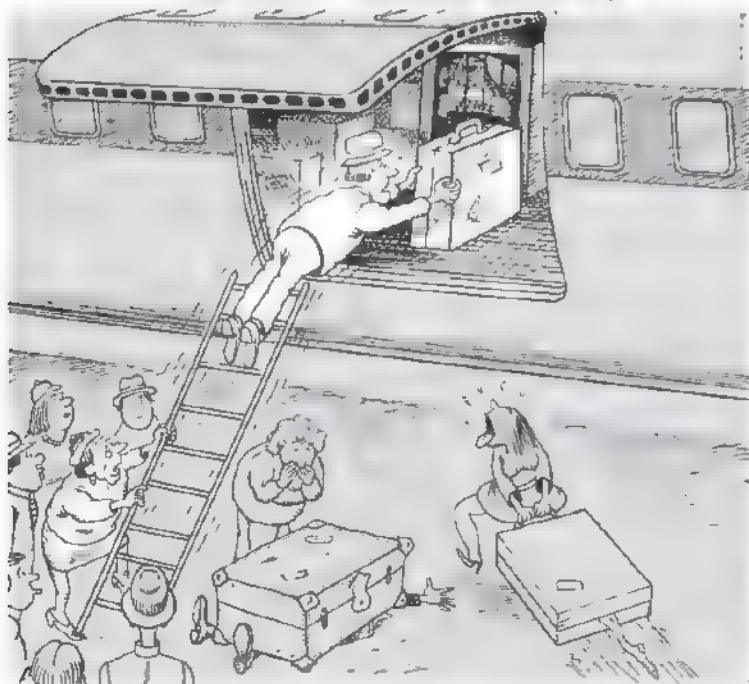
Cost-conscious travelers will be offered "No-Frills Standee Accommodations" which consists of flying erect from point to point securely tucked into their Standing Room Safety Belts.

## "FRILL-FREE" OVERHEAD RACK PASSENGERS



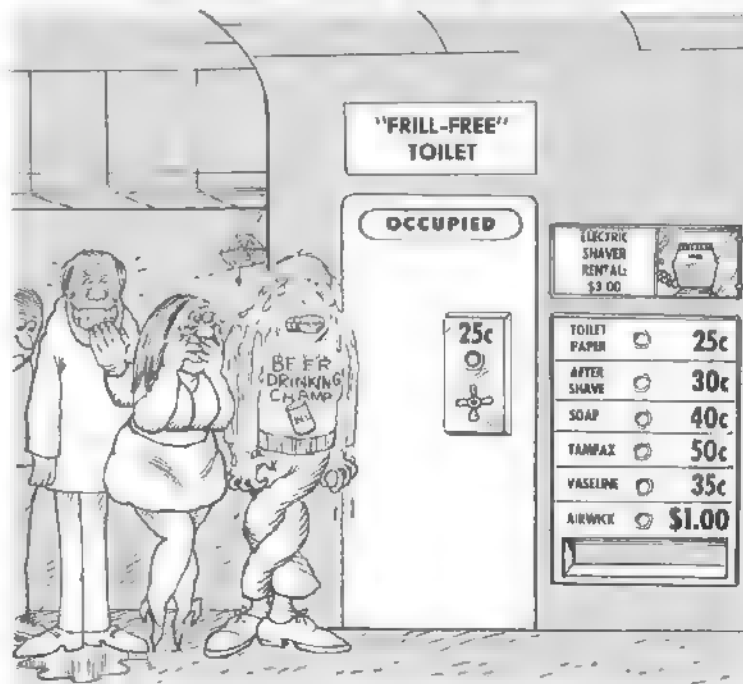
Overhead Rack space will be made available to passengers who do not care to stand coast-to-coast, and will happily settle for the cramped "No-Frills Individual Cubicle Accommodations."

## "FRILL-FREE" BAGGAGE HANDLING



All "Frill-Free" passengers will be required to store their own luggage aboard the aircraft before flight, and will also be required to retrieve it upon arrival at destination.

## "FRILL-FREE" TOILET ACCOMMODATIONS



Fancy Johns with free goodies like soap and French perfume will be out for "Frill-Free" passengers. One "Pay Toilet" with "Coin-Operated Necessity-Dispenser" will be available.

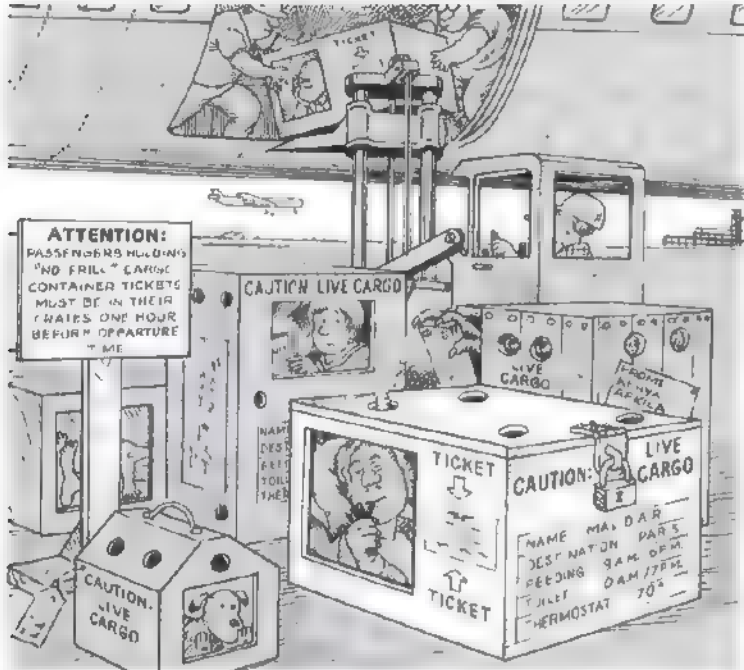


personnel, and fancy services, have skyrocketed. However, because of the recession, it is no longer possible to serve more people, something called "no-frill flying" has been introduced. This plan offers lower fares for a more economic crunch continues and the idea catches on, we may soon be seeing these...

# AIR TRAVEL" GIMMICKS

WRITER DICK DEBARTOLO & AL JAFFEE ARTIST AL JAFFEE

## "FRILL-FREE" CARGO CONTAINER PASSENGERS



Most economical of all money-saving plans will make use of Cargo Container Holds, where the budget-minded air traveler will be offered "No-Frills Individual Crate Accommodations."

## "FRILL-FREE" EATING ACCOMMODATIONS



Since costly gourmet meals will be eliminated, a "Frill-Free Snack Bar" will be installed for use by "Frill Free" passengers. Unfortunately, Snack Bar will only seat two at a time.

## "FRILL-FREE" ROUGH RIDE TREATMENT



Common Air Sickness Trough for "No-Frills" passengers will eliminate need for expensive Individual Air Sickness Bags, and will also eliminate cost of removing used (ecch) bags.

## "FRILL-FREE" EMERGENCY EQUIPMENT



Airlines now provide costly Life Vests and Emergency Oxygen equipment. "Frill-Free" passengers will be satisfied with simple-to-understand Swimming Instructions and an Air Tube. 39







# MMICKS", HERE ARE SOME OTHER MAD IDEAS ON... SE REVENUES AND PROFITS

## RENTAL OR LEASING OF VALUABLE BOARDING APRON SPACE



To raise additional revenue valuable runway boarding space can be rented to concessionaires who will sell everything from local souvenirs to fake photos of "No-Frill" passengers sitting in what looks like the First Class Section on board.

## COIN-OPERATED SEAT DISPENSERS

COIN OPERATION FOR SEAT 6-B		COIN OPERATION FOR SEAT 6-A	
SAFETY BELT FASTENED	25¢	SAFETY BELT FASTENED	25¢
SAFETY BELT RELEASED	25¢	SAFETY BELT RELEASED	25¢
EMERGENCY PROCEDURES AND A DIAGRAM OF EMERGENCY EXITS	50¢	EMERGENCY PROCEDURES AND A DIAGRAM OF EMERGENCY EXITS	50¢
BARF BAG	50¢ (\$ for \$1)	BARF BAG	50¢ (\$ for \$1)
OVERHEAD READING LIGHT	50¢	OVERHEAD READING LIGHT	50¢
AIR CONDITIONING	\$1.00	AIR CONDITIONING	\$1.00
MUSIC	50¢	MUSIC	50¢
SNACK TABLE RENTAL	\$1.00	SNACK TABLE RENTAL	\$1.00
PILLOW RENTAL	\$2.00	PILLOW RENTAL	\$2.00
BLANKET RENTAL	\$3.00	BLANKET RENTAL	\$3.00
COMBO/BLANKET/PILLOW	\$4.00	COMBO/BLANKET/PILLOW	\$4.00
ANNOUNCEMENTS FROM CAPTAIN THAT MAY CONCERN YOUR LIFE	\$2.00	ANNOUNCEMENTS FROM CAPTAIN THAT MAY CONCERN YOUR LIFE	\$2.00

Airlines can generate huge revenues by charging for all the services that are now supplied free. A coin operated seat-dispenser will give passenger his choice—for a slight fee.

## SELF-SERVICE TICKETING RAMPS



Eliminating "Ticket Office" and "Reservation" personnel can effect huge savings. One way airlines can accomplish this is to introduce "Pay-As-You-Enter" ramp-systems for all flights.

## "FLY-BY-WEIGHT" FARES TO COVER RISING FUEL COSTS



Another effective method of passing on rising jet fuel costs is to institute a "Fly-By-Weight" system in which all of the fat, overweight slobs would be forced to pay their fair share of flying expenses in relation to all the skinny light slobs.





AL LANG SYNE DEPT.

# MAD

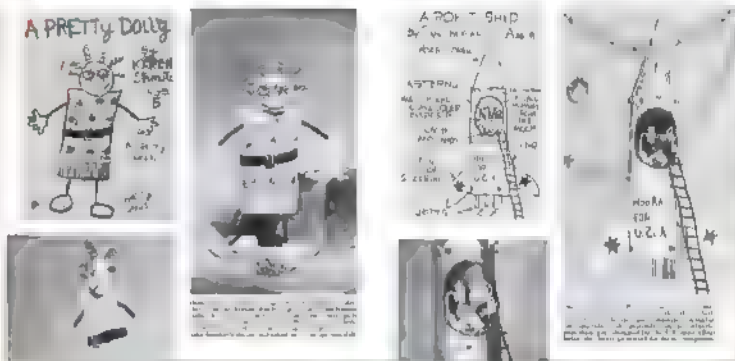
## REMEMBERS

## AL JAFFEE

On April 10, 2022, MAD legend Al Jaffee passed away at 102. Mr. Jaffee was the magazine's longest-running contributor, from his debut in MAD #24 in September 1955 all the way to his retirement in 2019 more than six decades later. Creator of the classic MAD Fold-ins, Snappy Answers to Stupid Questions, and myriad MAD Inventions, Al's implish outlook on life in combination with his immense creativity truly was what made MAD Magazine the benchmark humor publication of pop culture parody and satire. And along the way he inspired generations of young readers to enjoy the absurdities of life with tongues firmly planted in cheek. Please enjoy this sampling of a few of Al's classic pieces and these remembrances from a few his closest Usual Gang of Idiots. He will truly be missed.



### IF KIDS DESIGNED THEIR OWN XMAS TOYS



### THE TELEVISION STUDIO



cover of MAD #102 April 1964

### MAD'S SNAPPY ANSWERS



Page 44 A 1955 MAD #102 reprinted in MAD #57 September 1960

First appearance of Snappy Answers to Stupid

in 2008. Mr. Jaffee was honored by the Eisner Awards as the Cartoonist of the Year



## A MAD LOOK AT A TV COMMERCIAL

WHIRLEY'S SPEARMINT GUM, GUM, GUM...  
CARRY THE BIG FRESH FLAVOR  
WHEREVER YOU GO WHATEVER YOU DO.



Reproduction of MAD #177, December 1975

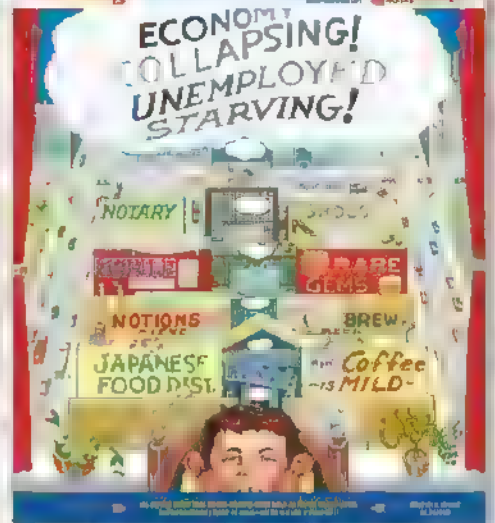
## MAD FOLD-IN



The MAD Fold-In MAD #8, 1961

## HERE WE GO WITH A FOLD-IN FOR THE HISTORY BOOKS

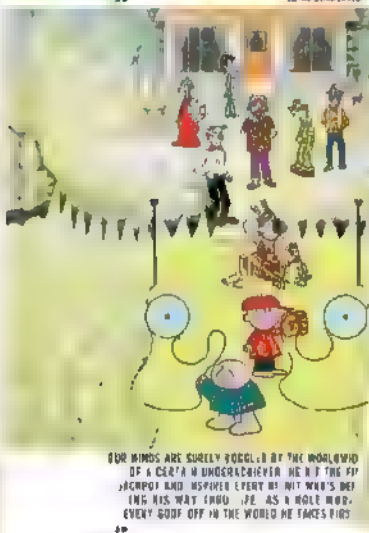
It's the only book you can fold in for the history books. It's the only book you can fold in for the history books. It's the only book you can fold in for the history books.



In the fold-in MAD #10, 1961

## MAD FOLD-IN

Underneath every cover is a special fold-in page. It's the only book you can fold in for the history books. It's the only book you can fold in for the history books. It's the only book you can fold in for the history books.



from MAD #300, January 1991



from MAD #10, 1961



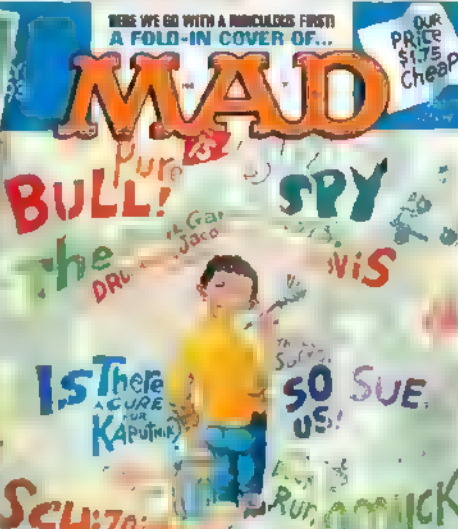
And So They Were Married



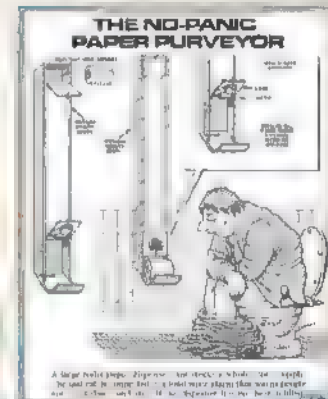
Operates On Business Trains



from MAD #10, 1961

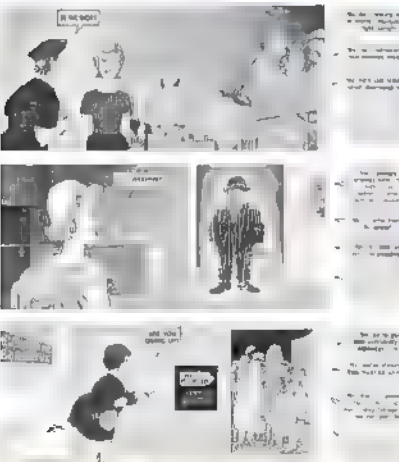


from MAD #10, 1961



from MAD #10, 1961

## TO STUPID QUESTIONS



Questions from MAD #28, October 1966

from MAD #91, April 1977



# MAD REMEMBERS AL JAFFEE

At the 1984 MAD Christmas Party, the first I attended, I excitedly scanned the crowd of guests. When I saw a curly haired gent with a goatee, glasses, and a mischievous smile, my jaw dropped – "That's Al Jaffee!" my inner fanboy screamed to myself. Al was five or six contributors rolled into one—he could write all manner of MAD articles and draw them and other writer's in four or five different styles. Plus, Al had a knack for creating premises that fit MAD like a six-fingered glove. That I had the chance to work with him, eat with him, travel with him, laugh with him and be considered a colleague by him is like winning bragging rights for life. They say "Only the good die young," but Al shattered that rule! He was MAD's MVP till the end. I'd just like to hear his response when Saint Peter asks, "Are you here to enter Heaven?"

—Charlie Nadau, MAD Senior Editor Emeritus, 1985-2017



Enjoying a cocktail with MAD Senior Editor Emeritus Charlie Nadau.



Al Jaffee was a comfortable constant in my life. This write-up could probably end there...but it won't.

Inside the pages of MAD, which I discovered in Mrs. Pitts's fifth grade classroom, was a gateway to a weird new world, a world where grown-ups weren't perfect, and it was okay to laugh at the absurdity of society's sacred cows.

In between the movie parodies and various regular features, there was Al Jaffee. Silly and oddly comforting, his art and writing welcomed the reader in on the joke with a loving wink and a nod.

Decades later, I learned first-hand that the interpretations from my early years were an accurate reflection of the man. Like his art and writing, Al was full of love and fascination, with a sly demeanor that was disarming yet formidable. These qualities were glued together by a twisted and otherworldly sense of humor and self

Al didn't hide behind his drawings,  
Al WAS his drawings.

—Ed Steckley  
Artist and one of the Usual Gang of Idiots

Al Jaffee caricature by Ed Steckley



Al Jaffee's NYC studio, perusing some of his multitude of posts up and down.

When talking about Al Jaffee with my fellow Idiots at MAD, I would affectionately refer to him as "a man with a unique talent." Al was the only person in American history who when filing his taxes listed "Fold-in artist" as his occupation. From its debut in 1964 and for the next 55 years, the Fold-In was MAD's distinctive grand finale, never failing to provide pure ridiculousness, biting social satire – or both! It was the Fold-In, more than any other feature, that made MAD different from other magazines. Even MAD's countless imitators couldn't imitate it. In 2017, at age 97, Al was still carrying his completed Fold-Ins rendered the old-fashioned way over a drawing board, to the MAD office in his portfolio – to applause from the staff I might add. But Al was hardy a one trick pony. He gave us Hawks and Doves and Snappy Answers to Stupid Questions and so much more. If ever there was a MAD genius, it was Al Jaffee.

—Joe Rarola, MAD Senior Editor Emeritus, 1985-2017 (BIG DEAL!)

Al Jaffee was unquestionably a prodigious talent, and at the same time the nicest, most courteous gentleman imaginable. In my 19 years as MAD art director, I never worked with anyone so open to collaboration or more willing to give credit to others, whether deserved or not. I feel blessed that our professional relationship evolved into a true friendship.

—Sam Viviano, MAD Art Director, 1999-2017



Al Jaffee, surrounded by his usual gang of Idiots, presenting his latest Fold-In to the NYC MAD offices. Here with Al Jaffee, Senior Editor Joe Rarola, Editor-in-Chief John T. Karra, and Art Director Sam Viviano.

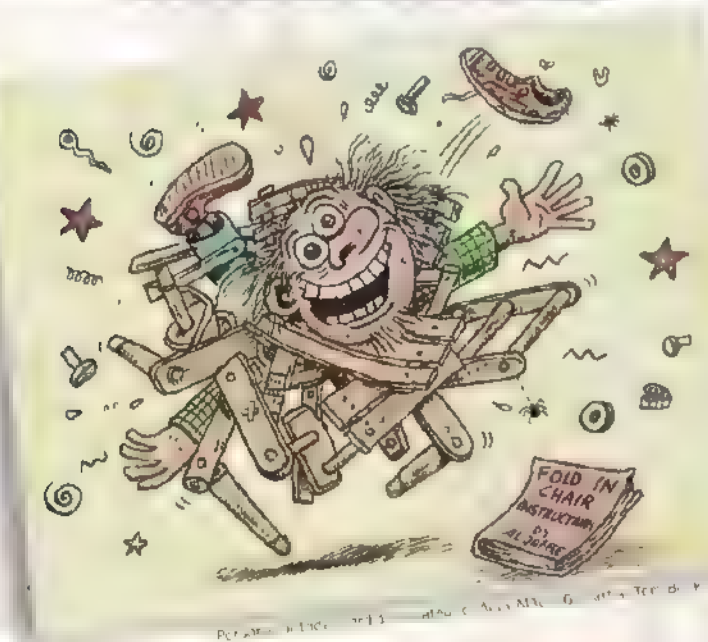


A Jaffee memory: The Usual Gang of Idiots were sitting around a huge campfire somewhere in Africa. The fire was to keep wild animals away. We were on one of publisher William M. Gaines's incredible bonus MAD trips for those who had more than 25 pages published in MAD in a year. Two people from another tour group joined us and one asked: "What is the staff of MAD Magazine doing in the middle of Africa??" Without missing a beat Jaffee replied: "We're on a tour of Puerto Rico booked by a really stupid travel agent!" Great laughter all around...my god, Al will be missed.

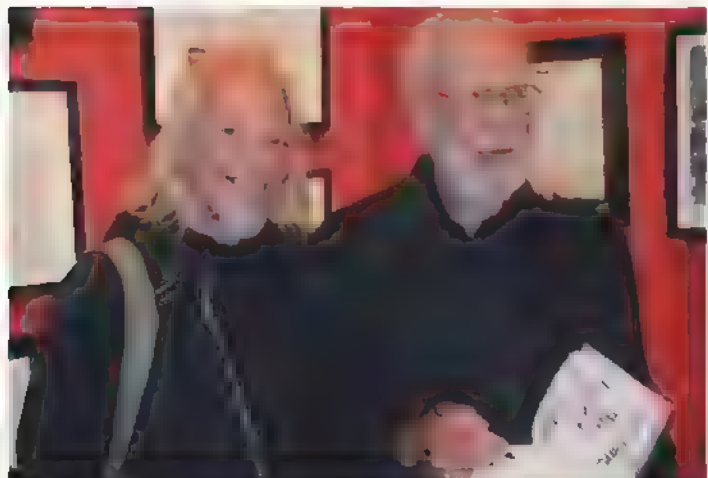
—Dick DeBartolo, Writer, Former Creative Consultant



Al and MAD's top writer, Dick DeBartolo, at a MAD event



Cartoon by Al Jaffee, MAD #100, 1964



MAD JG01 artist Tom Bunk gets Al's "autograph"

Is this a tribute to MAD's brilliant, very smart, genius Al Jaffee who recently died at the age of 102?

- 1) No, this is the Oscars, and the winner is "Everything, Everywhere Folded-In All at Once."
- 2) No, this is the Jewish Santa Claus look-alike memorial and there is only one entrant: Al Jaffee
- 3) No, Sigmund Freud's ghost has decided to return without his cigar and haunt the pages of MAD.
- 4) No, \_\_\_\_\_ (Your answer here)

Ask a Stupid Question, get a Snappy Answer. Al, thank you for being a guiding light to millions of us 98 pound weaklings, and for illustrating the way to correctly mispend our youth. I will miss you MADly.

—Peter Kuper, Cartoonist/Idiot



Al Jaffee, Peter Kuper, and another MAD writer at a MAD event

Who among you has enjoyed a good run at your job? The kind of hot streak that really put you in solid at the office, and gave you career security? Good for you...but Al Jaffee has you beat.

- In MAD #86 (April 1964), Al debuted his first Fold-In.
- In issue #91 (December 1964), Al debuted his first full-fledged "Inventions" article, "Some MAD Devices for Safer Smoking"
- In issue #98 (October 1965), Al debuted his first "Snappy Answers to Stupid Questions"

These are three very different comedic structures. Thought up by one man within a year and a half. Each of those ideas pulls you in and makes you more than a reader. They make you a participant.

Al's concepts were so strong and so fertile that he was able to revisit those three formats again and again for the next 55 years! I'd say that was a pretty decent year and a half for Al Jaffee.

His work is part of my bloodstream. I'm indebted to his mind and humor and privileged to have known him.

—Desmond Devlin, MAD writer from age 19 to subsequent decrepitude



Charles Kochman and Al in 1996 at the MAD office. They are working on MAD: Fold This Book! A Ridiculous Instruction Book

It's safe to say that everyone reading this has never lived in a world Al Jaffee wasn't a part of it. It says a lot about him that even at 102 he left us too soon. Growing up reading MAD, I never imagined I would meet Al much less that I would edit several of his books or that we would become friends. For the better part of 30 years, we would get together for dinner at least once a month. In 2016, I had the honor of inducting Al into the Harvey Kurtzman Hall of Fame. Taking a cue from Snappy Answers I began, "Am I here to introduce Al Jaffee? No, I am here to deliver his eulogy." The crowd groaned "Let's face it," I continued, "Al is old. When he was born, they were still using A.D. on his birth certificate." Al laughed, and thankfully everyone followed. Even though he is no longer with us, and I miss him terribly, I'd like to think he wouldn't mind my repeating that joke here.

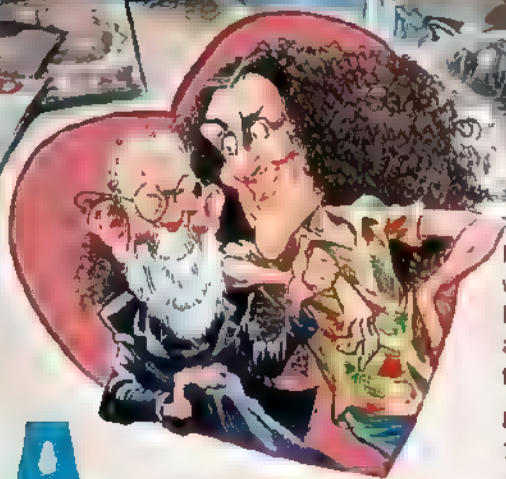
—Charles Kochman, Editor-in-Chief, Abrams ComicArts  
(Formerly Editor of Licensed Publications at DC Comics/MAD)





OF ONE'S OWN ACCORDION DEPT.

# Weird Al Loves Wacky Al Jaffee



**A**s of this writing, the great Al Jaffee is still very much alive and well. (347 years old—amazing!) I'm a lifelong fan of Al's and have always been enormously entertained by his work in MAD, including the iconic "Snappy Answers to Stupid Questions" and of course the legendary Fold-Ins. I'm still picking up pieces of my brain off the floor after finding out that I was the subject of one of those Fold-Ins back in 2014.

**But he's also responsible for my single most-favorite one-panel cartoon ever.**

When I was growing up in Lynwood, California, Kenny Roxos lived directly across the street from me. I liked Kenny well enough, but what

I really liked about going over to his house was the fact that his dad happened to have a big stack of MAD magazines in the closet. I was already a voracious MAD reader by this time, and this was a convenient way for me to get my fix.

I remember one day I was thumbing through a 1966 back issue and stumbled upon this three-page article by Mr. Jaffee. Honestly, I don't even remember what the article was about, but I'll never forget one of the images that it included: a very realistic-looking Dennis the Menace cartoon in which Dennis is running into the kitchen to proudly show his horrified mother a human skull. The caption: "LOOK WHAT I FOUND IN MR. WILSON'S HEAD!"

This completely short-circuited my brain. Without exaggeration, I may have laughed for 20 minutes straight. It was the funniest thing I had seen in my life up to that point—and frankly, I can't think of any other time in my life when I've laughed harder.

I mean, it's such a dark joke. It creates such an absurd and disturbing visual image: Was Dennis playfully clawing all the flesh off of Mr. Wilson's

head until he found this lovely treasure? And now how is Mom supposed to react to this act of depravity? This one cartoon may be the sole reason why so many of the songs in my catalog are twisted and violent. And the attention to detail is magnificent—it's virtually identical to Hank Ketcham's comic art. I probably learned that important lesson about the craft of parody from this cartoon as well.

A few years ago I heard that beloved longtime Simpsons writer George Meyer deemed this cartoon his all-time favorite as well. For an obscure little drawing hidden away in a three-page article in a magazine that's over half a century old, I think that's really saying something.

Anyway, thank you, Al Jaffee, for the many, many, many laughs over the years. And here's to 347 more!

**"Weird Al"**  
Yankovic

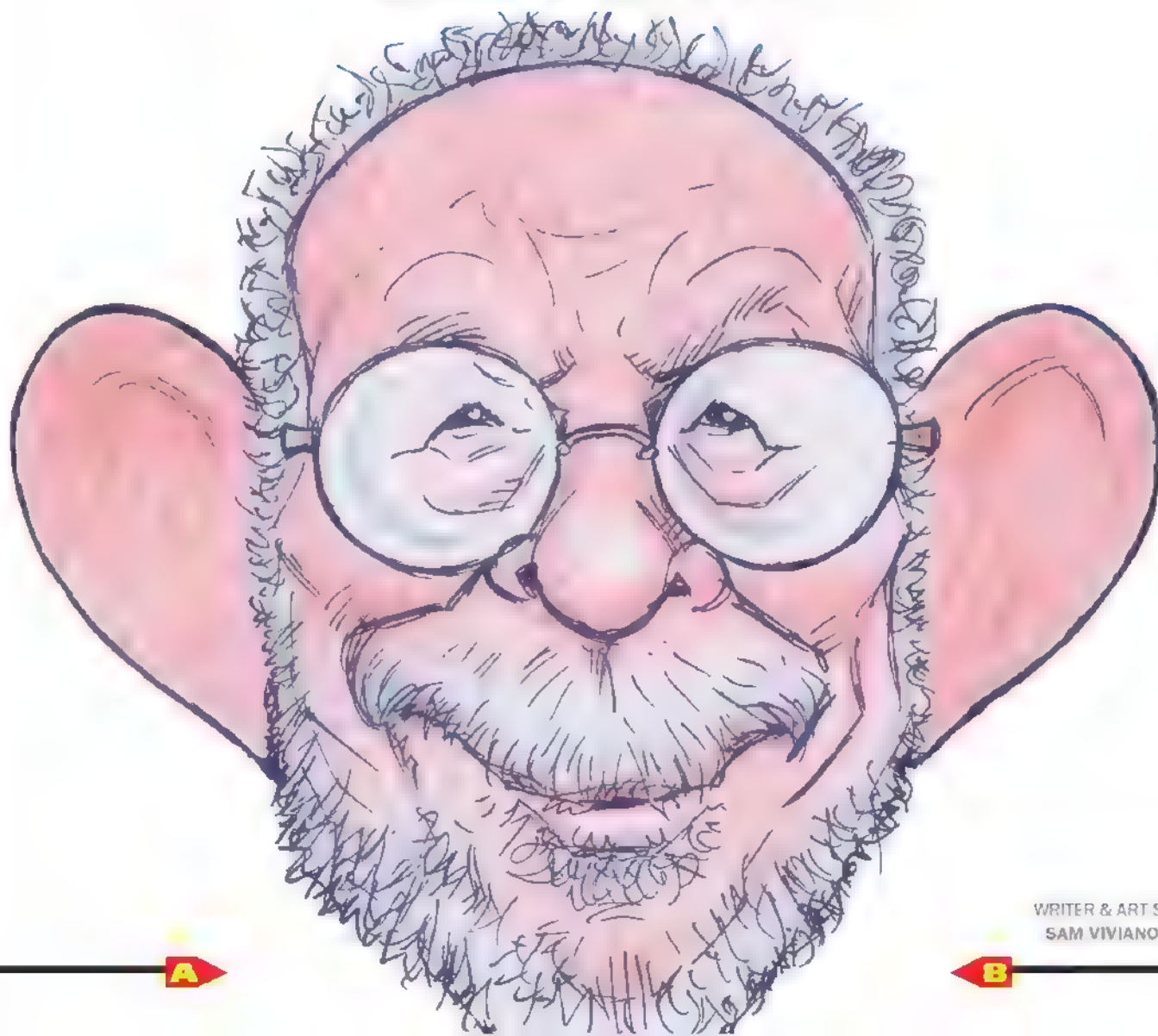
—April 2022

Weird Al Yankovic originally wrote this wonderful story about his favorite MAD artist, Al Jaffee, for MAD#28, the 70th Anniversary issue Dec 2022. We are thankful that he did and glad that Al got to see beautiful tribute in print too!





**WISE MISTER JAFFEE  
HAD A  
LOTTA NERVY NERVE  
TO BE  
YOUTHFUL FOR YEARS,  
MORE THAN  
A WHOLE EVENTFUL  
CENTURY!**



WRITER & ART ST  
SAM VIVIANO





AL'S WELL THAT ENDS WELL DEPT.

# The

# UNFOLDABLE

# Al Jaffee

There will always be a debate about who is the "Greatest of All Time" in anything creative, but the sign of true greatness is always being one of the people in that conversation.

Any debate about the greatest cartoonist of all time that does not include Al Jaffee is not a legitimate debate.

Like so many, I grew up a fan of MAD Magazine. I loved the work of Harvey Kurtzman and Will Elder and Jack Davis and Sergio Aragonés and Mort Drucker and Wally Wood and...well the list is too long to go on. MAD has been spoiled by having some of the greatest cartoonists ever as major contributors. But if I was forced to pick who was the greatest of the great in MAD, for me the choice really is no choice at all.

Al Jaffee was the greatest cartoonist who ever worked with MAD Magazine, and for me the greatest who ever put pen to paper, period. Sergio is right there for me as well, another genius of writing and art combined, but Al still takes the prize. No one ever did what he did as brilliantly as he did it for as long as he did it. No one. He was one of a kind.

Al was not the greatest artist that ever worked for MAD. That would probably have to go to Drucker or Davis or Wood. He was not the greatest writer that ever worked for MAD either...that title might have to go to Frank Jacobs or Dick DeBartolo or Arnie Kogen or Desmond Devlin or Tom Koch or...again, too long a list. He was the greatest cartoonist who ever worked for MAD. He combined both writing and art at the highest of levels and sustained that greatness over the course of MAD's long run. In my opinion Al was the undisputed heavyweight champ of MAD, not just for the brilliance of his work, but because he could do it all. He wrote, drew, or wrote and drew covers, features, movie, and TV parodies, one-page gags, multiple-page gags...there was nothing he could not do and do as well or better than anyone else. Many of his ideas for features became signature elements of the magazine. His gag inventions pieces often featured concepts that famously became actual products or technology. His Snappy Answers to Stupid Questions feature is a beloved staple of MAD. His Fold-in feature is just flat-out iconic, and a masterpiece of humor genius that lasted for well over 50 years in print. Al did them for every single issue (save two) from 1964 until 2019.

But MAD was not Al's whole story. He worked for Timely Comics (eventually Marvel) doing humor comics featuring his creations Ziggy Pig and Silly Seal. He did a syndicated comic strip called *Tall Tales* which was a vertical-format strip done in pantomime so it would appeal to non-English language papers. Al once told me a story about how his syndication editor insisted he add words to the strip, and when he did they lost two dozen international papers that carried it. I think the word Al used to describe that gentleman was *Idiot* (...and not the "Usual Gang of..." kind).

One of the greatest perks of getting to work for MAD was getting to know some of my heroes like Mort and Jack and Sam and Angelo and Sergio, and especially Al. He was a humble genius who was simply a delight to be around, whenever I got that chance. He was just like his cartoons...genuinely funny, charming, and sharp-witted.

My favorite Al Jaffee story was when we were in Savannah, Georgia, at a MAD gathering for a Savannah College of Art and Design event. My wife Anna and I were having lunch with the group. We were seated at the end of the table with Al, his charming wife Joyce, the great Paul Coker Jr. and his equally charming wife Rosemary. We were chatting away when Joyce pointed at my arms and said, "Look at those muscles!" Then she turns to the then only 90-year-old Al and says "why don't you have muscles like that?"

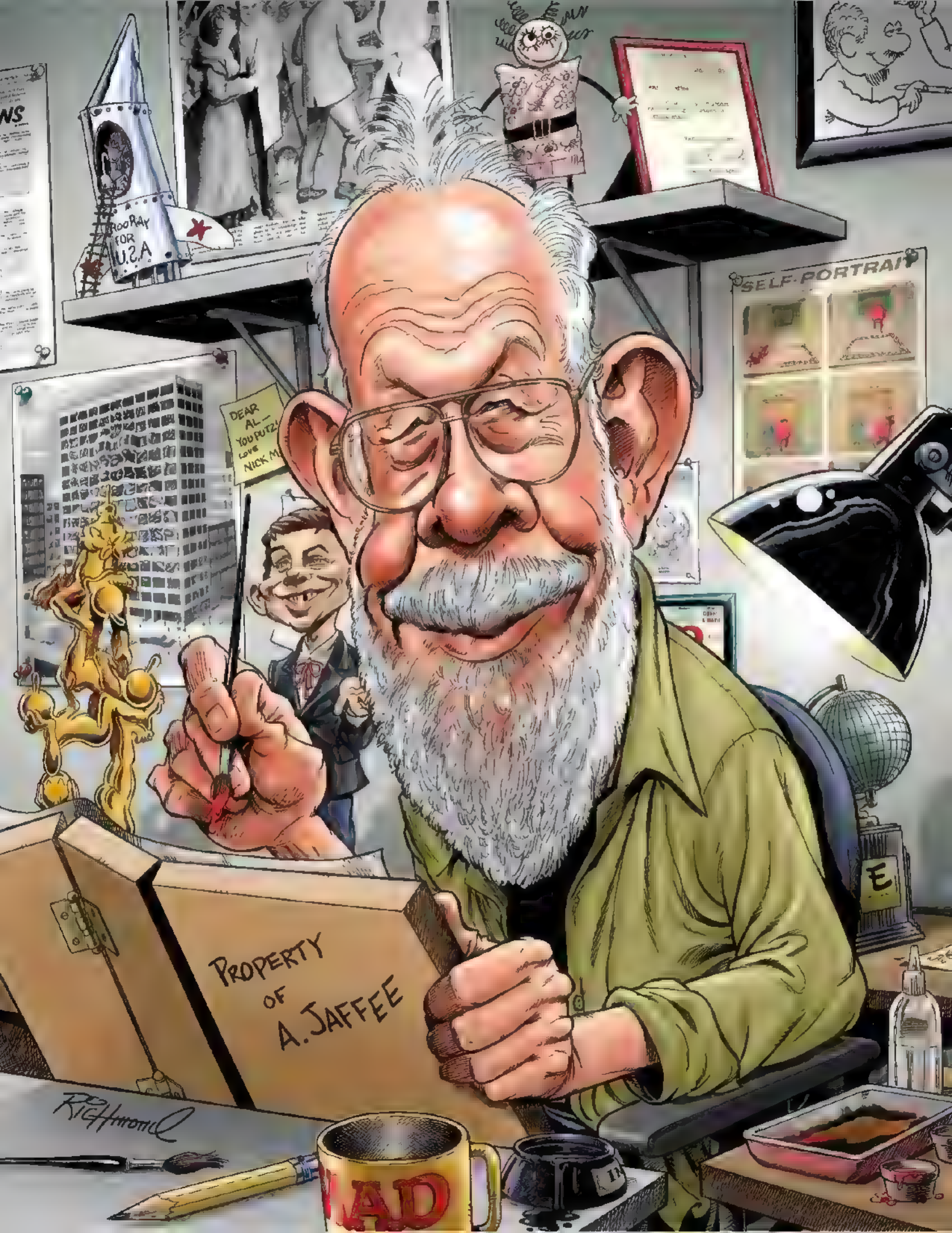
Without missing a beat, Al looked at her and said in his distinct, deep voice:

"I'm too cheap to buy new clothes."

That's the kind of sharp wit and humor Al Jaffee generously shared with the world for more than 70 years as a cartoonist.

Planet Earth was lucky to have had Al Jaffee share his unmatched talent and humor with us, and especially lucky for it to have lasted for so long. Goodbye Al...and thanks for the laughs.





PROPERTY  
OF  
A. JAFFEE

Richmond

MAD

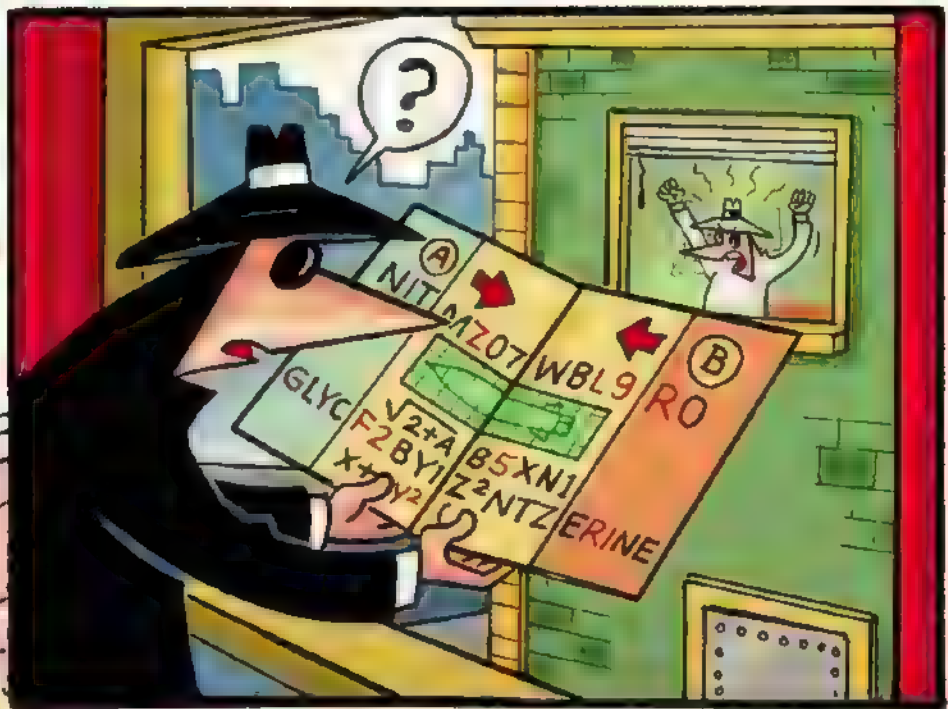
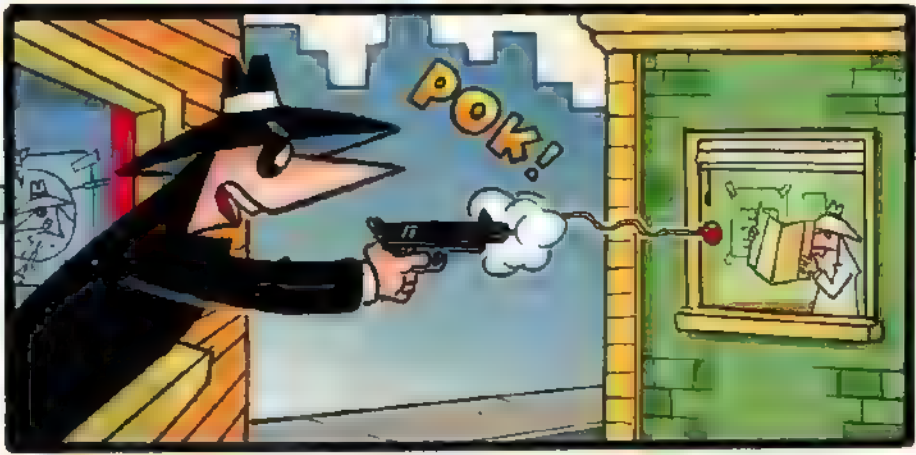
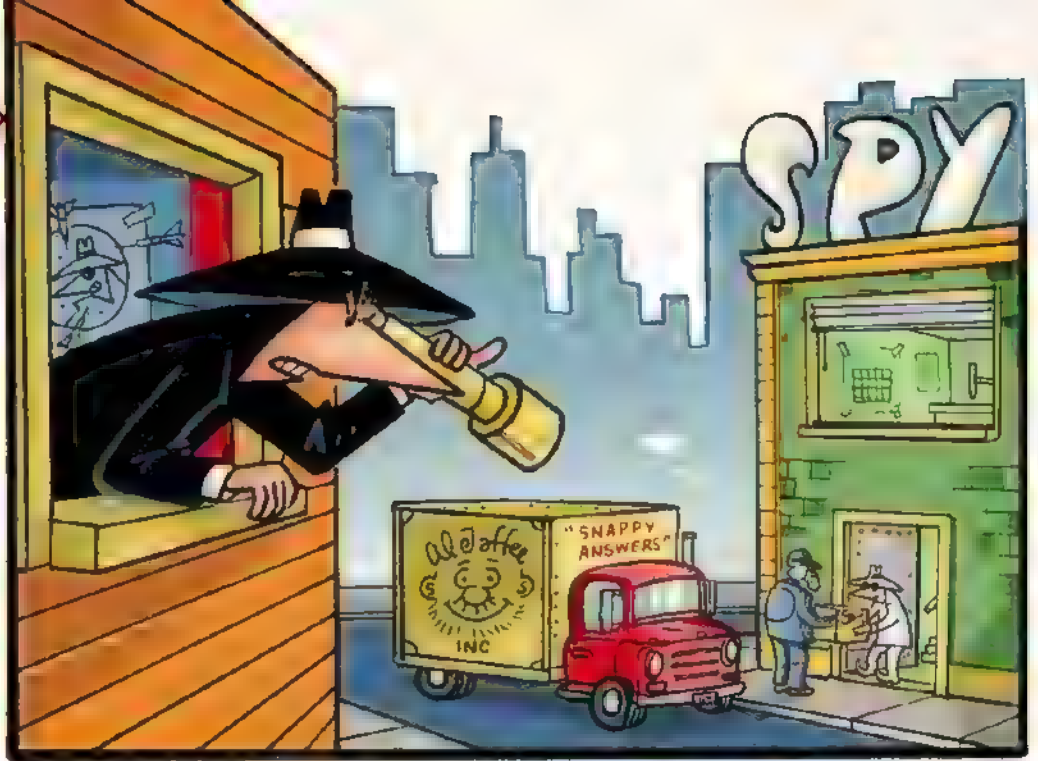
SELF-PORTRAIT

DEAR  
AL -  
YOU PUTZ!  
LOVE  
NICK M.

E



# SPY



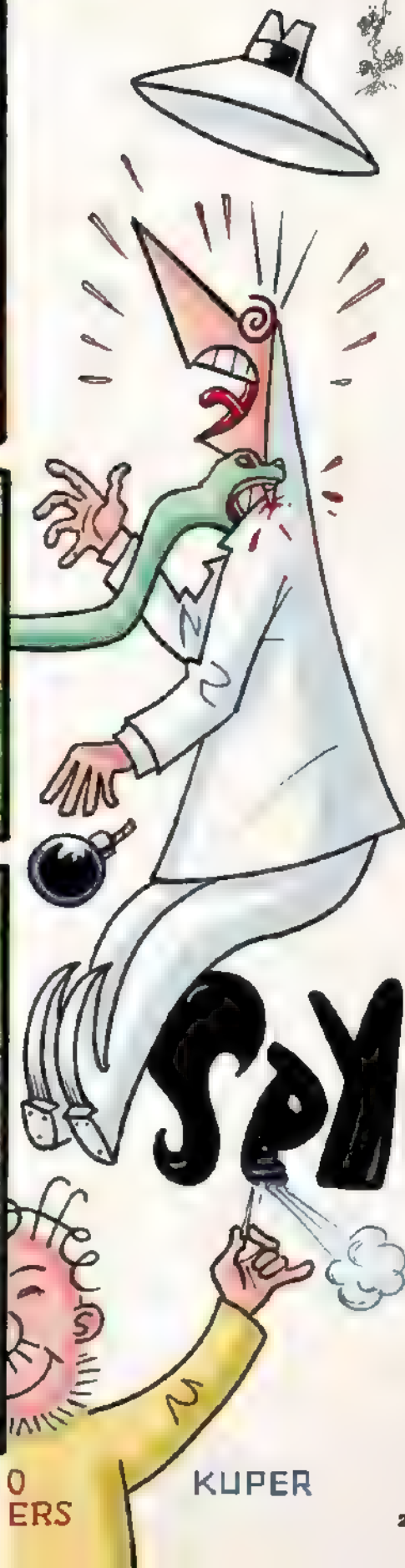
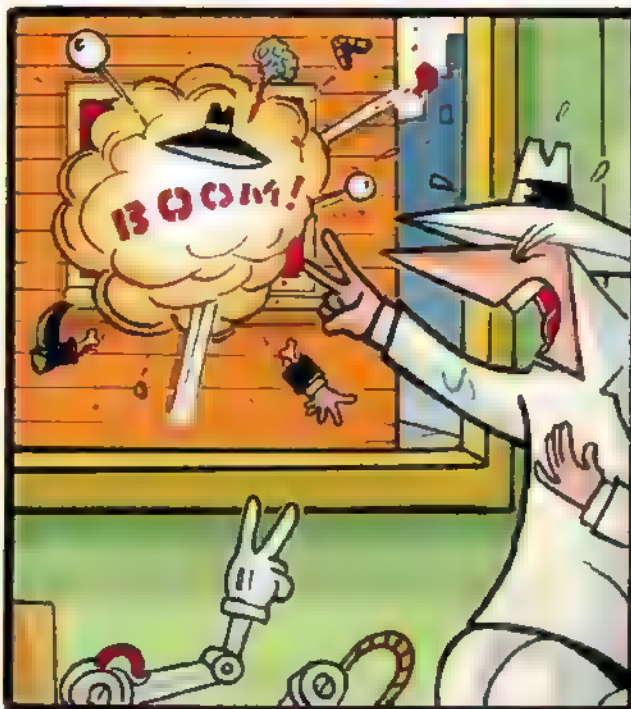
TW ●●●● ●●●●  
LOS

WRITER & ARTIST PETER KUPER





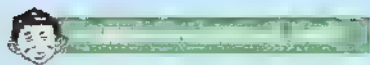
← (B)



0  
ERS

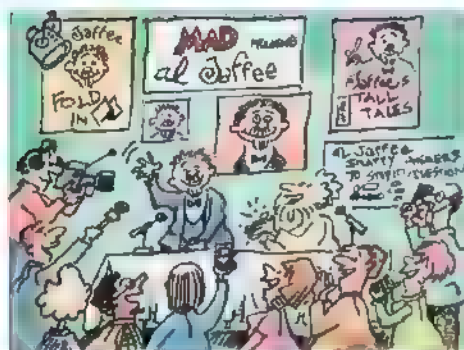
KUPER



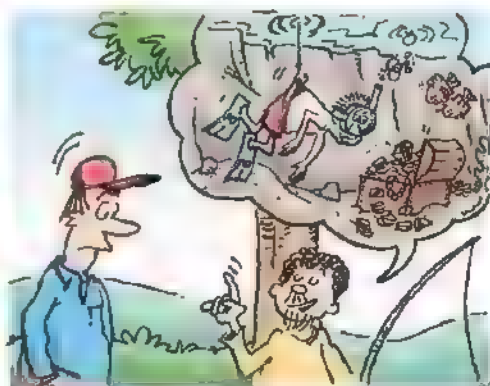
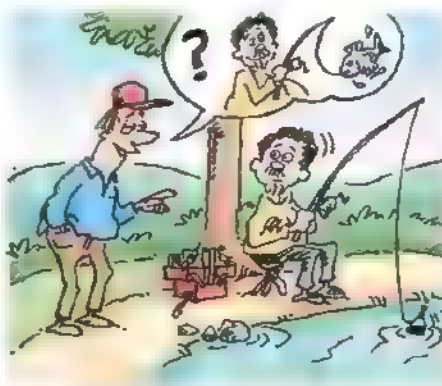
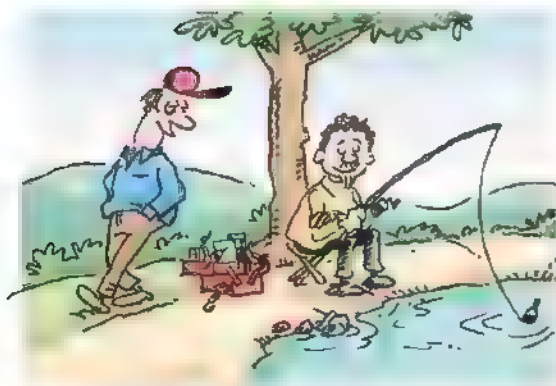


Sergio Aragones  
Presents

# a MAD LOOK

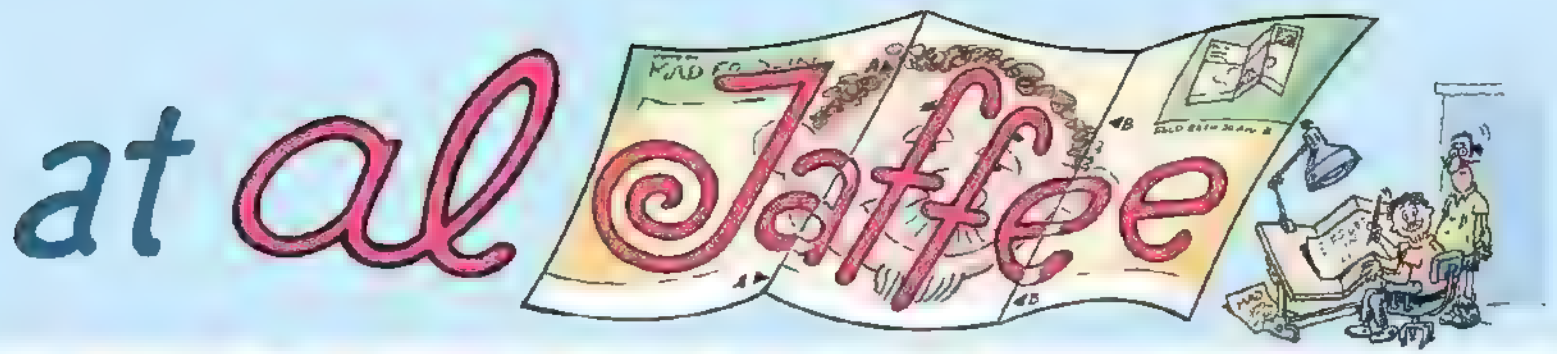
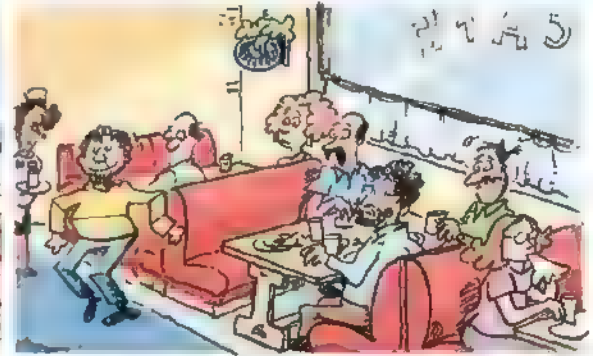
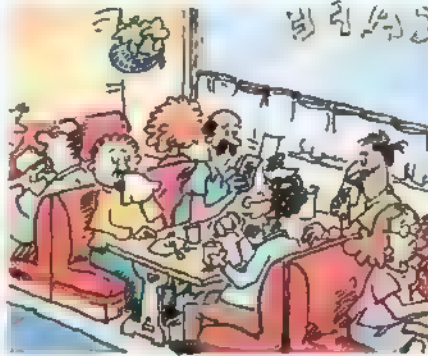
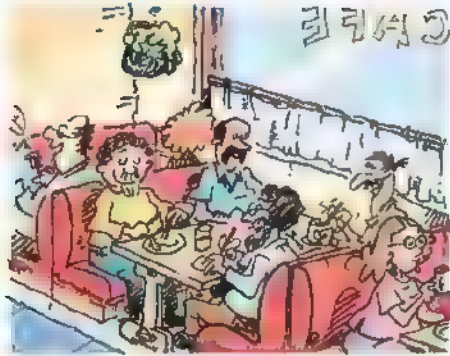


WRITER & ARTIST SERGIO ARAGONES COLORIST CARRIE STRACHAN

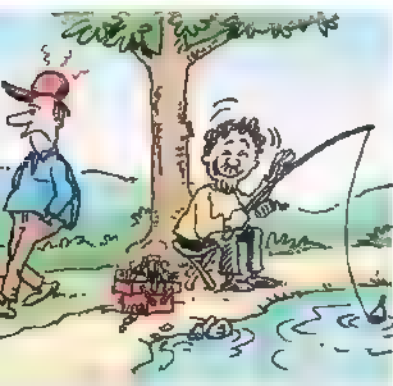
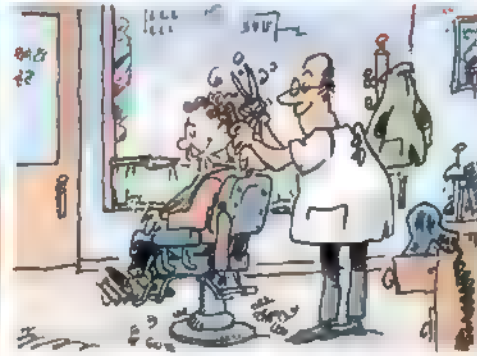




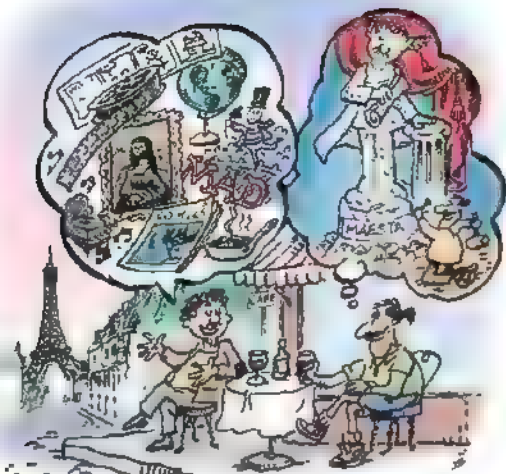
# at al Jaffee

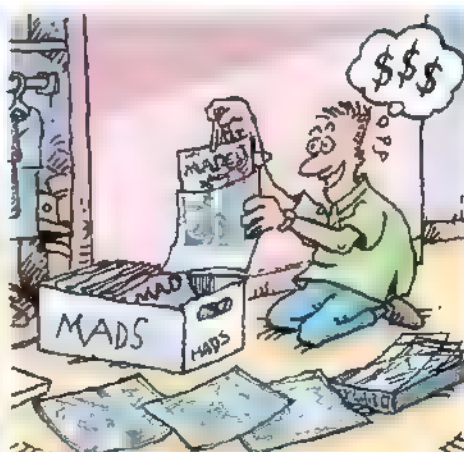
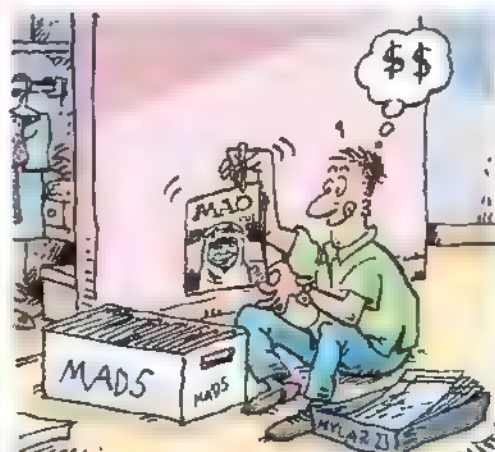
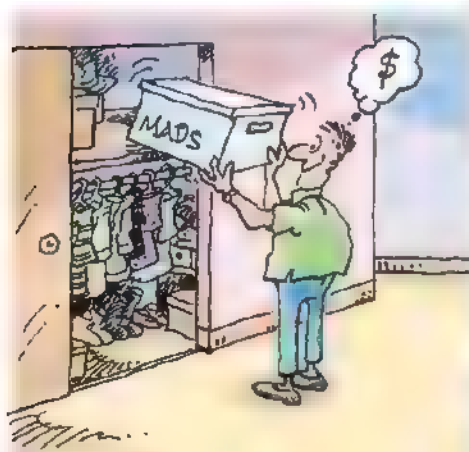
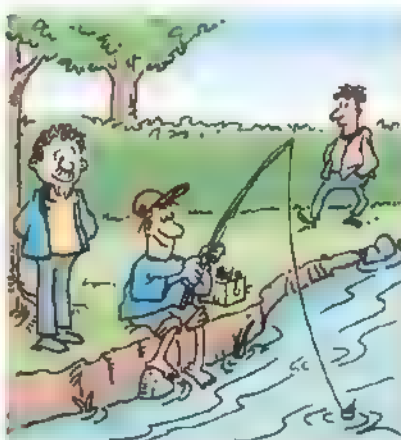
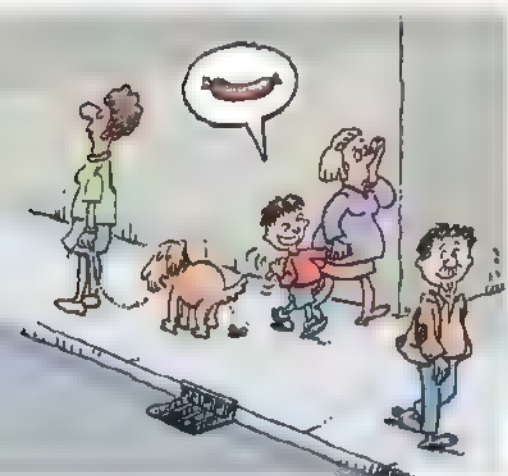
FIRST TWO PAGES ORIGINALLY PUBLISHED IN MAD #14 AUG 2020



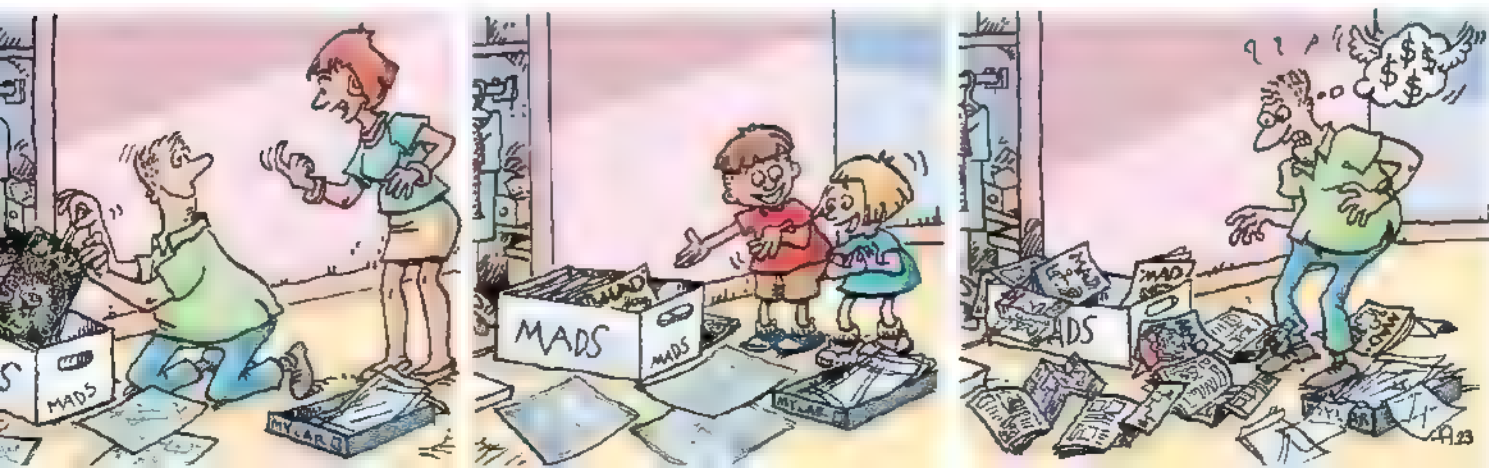
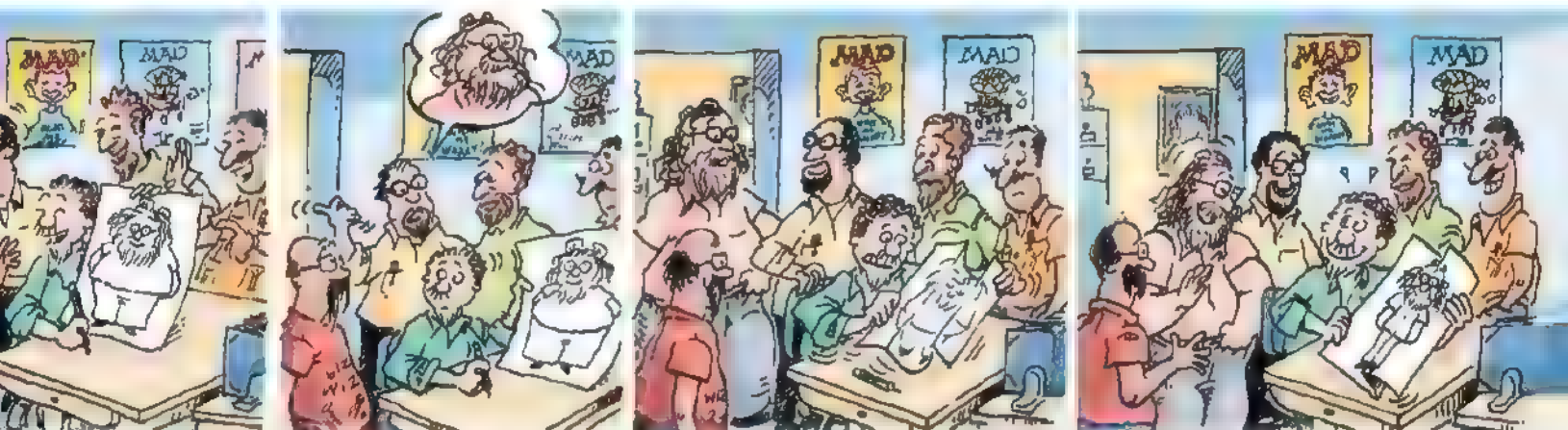




TWO NEW PAGES CREATED BY SERGIO  
IN MEMORY OF HIS DEAR FRIEND AL JAFFEE











# "HE WHO LAUGHS, LASTS"

**If laughter be an aid to health,  
Then logic of the strongest  
Impels us to the cheerful thought  
that he who laughs lasts longest.**

—W.E. Nesom, "Perverted Proverbs"

Written in 1917, this excerpt is supposedly the first instance of the playfully modified adage, "He who laughs, lasts." Penned four years before Al Jaffee was born in 1921, it perfectly sums up to me his impish outlook and amazingly long-lived life in a nutshell. And Al lived an entire orchardful of trees covered with a lot of nutty shells!

When I was hired to art direct MAD Magazine in 2018, I had to pinch myself hard... really hard! Not only was this the dream job of all dream jobs, but the thought of working with some of the tenured "Usual Gang of Idiots," most of whom were the sole reason that I even went into a creative career, was unnerving to say at the least. So, imagine the huge bruises I gave myself realizing one of my assignments would be to art direct the one and only Al Jaffee. He was the master of all things I knew and loved about MAD! How could I possibly give the Al Jaffee any sort of direction on a Fold-In...he'd been making these masterpieces of MADness since before I was born!

After I stopped pinching and got up the guts to make the call to discuss the latest Fold-In sketches it was such a joy, even long distance, to meet and talk with Al. His baritone voice was so warm and inviting that immediately all anxiety was lifted. You could literally hear the twinkle in his eye! I got the sense he was genuinely open to my suggestions and appreciated the direction. And hearing his booming laugh after one of his snappy answers, was the cherry on top of it all.

Later that year, while out at New York Comic Con, I was lucky enough to get to meet Al in person and spend an afternoon with him at his studio. That day is of my most cherished moments, not only in my MAD history, but my life's history. Al Jaffee was one of a kind, and I'm truly honored and humbled to have been able to work with him. They broke the mold when they made you, Al, and I'm certainly thankful you helped mold me into who I am today.

—Suzy Hutchinson  
MAD Art Director



PHOTO: JASON LEVINE



Here's Al in his studio giving snappy answers to my stupid questions about the Fold-In he created for the annual MAD 20 Dr. Mostest in MAD #5, Feb 2019.



ARTIST  
TOM RICHMOND

## HERE'S TO YOU, MR. JAFFEE!

Your innovative ideas, wisecracking wittiness, and sharp responses to the repugnant have shaped the very fiber of this magazine, as shown by the multiple generations of Jaffee-inspired cartoonists, humorists, comedians, and all sorts of silly, snappy satirists.

Thanks for making us look idiotic—and making readers look twice—all these years. MAD wouldn't be MAD without you. The world is a much funnier place because of you.

ARTWORK ORIGINALLY PUBLISHED IN MAD #14 "ALL JAFFEE" ISSUE, MAY 2020

### ADMINISTRATION

ANNE DEPIES SENIOR VP - GENERAL MANAGER

JIM LEE PUBLISHER & CHIEF CREATIVE OFFICER

DON FALLETTI VP - MANUFACTURING OPERATIONS & WORKFLOW MANAGEMENT

LAWRENCE GANEM VP - TALENT SERVICES

ALISON GILL SENIOR VP - MANUFACTURING & OPERATIONS

MARIE JAVINS EDITOR-IN-CHIEF, DC COMICS

JEFFREY KAUFMAN VP - EDITORIAL STRATEGY & PROGRAMMING

NICK J. NAPOLITANO VP - MANUFACTURING ADMINISTRATION & DESIGN

NANCY SPEARS VP - REVENUE

**FOR SUBSCRIPTION INQUIRIES** Call 1-888-536-7365 (US/Canada only) or write to PO Box 727, New Hyde Park, NY 11040-0727. Please DO NOT phone, write, fax or e-mail our editorial office—we're too dumb to help you here! **HOW TO REACH US** MAD, Dept. 032, 4000 Warner Blvd., Bldg 700, 2nd Floor, Burbank, CA 91522. All letters to the editor and accompanying photos or other materials may be edited and published in any MAD publication in any format and will not be returned. For Advertising and Custom Publishing, contact [dccomicsadvertising@dccomics.com](mailto:dccomicsadvertising@dccomics.com). **VISIT US ONLINE AT [MADMAGAZINE.COM](http://MADMAGAZINE.COM).**

**MAD (ISSN 0024-9319)** is published 6 times a year by E.C. Publications Inc., 4000 Warner Blvd., Bldg 700, 2nd Floor, Burbank, CA 91522. Periodicals postage paid at Pewaukee, WI, and at additional mailing offices. Subscription in USA: 6 issues \$19.99. 6 issues Digital Edition only \$9.99. Outside USA (excluding Canada): 6 issues \$29.99. Allow 6-8 weeks for delivery of first issue. Entire contents © copyright 2023 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. **POSTMASTER:** Send address change to MAD, PO Box 727, New Hyde Park, NY 11040-0727. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in USA.



WHAT'S ONE OF  
THE HARDEST  
THINGS ABOUT  
LOSING A GIANT  
LIKE AL JAFFEE?

## HERE WE GO WITH A SPECIAL IN MEMORIAM **MAD FOLD-IN**

We at MAD are sad to say goodbye to our dear friend, Al Jaffee. His sense of humor was exquisite. His genius was extraordinary. His draftsmanship was exceptional. His achievements are unparalleled and will likely always be. His loss is a difficult one for many reasons—to see one of them, fold in as shown

SWIPE FROM B TO A TO FOLD



A

B



MAD AND ITS FANS EVERYWHERE MOURN THE LOSS OF THE KING OF CARTOONISTS, AL JAFFEE. HIS BRILLIANT HUMOR WAS A FORMATIVE INFLUENCE ON YOUNG MINDS FOR DECADES, YIELDING GENERATIONS OF INCURABLE SMART-ALECS. ONE THING ABOUT LOSSES SUCH AS HIS: WE CAN TAKE COMFORT IN REMEMBERING HIM AND THE WONDERFUL WORK HE LEFT BEHIND. THANK YOU, AL.



WRITER & ARTIST JOHNNY SAMPSON







# SNAPPY ANSWERS TO STUPID QUESTIONS IN

# AIR TRAVEL



ARTIST & WRITER **AL JAFFEE**





# MAD





**A B**

**WE  
LOVE  
YOU,  
AL**



WRITER & ARTIST  
SAM VIVIANO

**A B**





A



B

SPY



TWO  
LOSERS

KUPER



WHAT'S ONE OF  
THE HARDEST  
THINGS ABOUT  
LOSING A GIANT  
LIKE AL JAFFEE?

SWIPE FROM B TO A TO FOLD



A B



MAKING  
A  
FOLD-  
IN ABOUT  
LOSING HIM

A B